Director of Business Engagement & Instructional Design
Job Description

Organization
District Bridges is a 501(c)(3) nonprofit organization with a mission to enrich neighborhood vitality by bridging community engagement and economic development opportunities so individuals, businesses, and organizations can thrive together.

Position Summary

Director of Business Engagement & Instructional Design will lead the design and development of outcome-driven learning content for small business owners across diverse industries. This role will create online courses, microlearning modules, compliance training, and resource guides that are relevant, user-friendly, and tailored to the challenges faced by small businesses in Washington, DC and beyond. The ideal candidate combines expertise in adult learning, curriculum design, and digital content creation with an understanding of small business development and compliance requirements.

This is a full-time, In-person/Remote Hybrid, exempt position.

Responsibilities
- Content Development & Design
  - Design and develop online courses, microlearning modules, job aids, and other instructional materials for Access Point DC.
  - Apply adult learning principles, plain language, and accessible design to ensure content resonates with diverse learners.
  - Translate complex compliance and business topics (e.g., licensing, HR, financial management, marketing) into engaging, actionable learning experiences.

- Collaboration & Needs Assessment
  - Work with subject matter experts (SMEs), program staff, and small business stakeholders to identify training needs and learning objectives.
  - Conduct user research and feedback sessions to ensure content aligns with real-world small business challenges.

- Platform & Technology
  - Develop content compatible with Access Point's WordPress-based LMS and integrate multimedia elements (videos, quizzes, infographics).
  - Ensure content meets accessibility standards (WCAG) and mobile-friendly best practices.

- Evaluation & Continuous Improvement
  - Implement assessment tools to measure learner outcomes and program effectiveness.

- ○ Analyze data and feedback to refine and improve content quality and engagement.

Qualifications

Required:
- Bachelor's degree in Instructional Design, Education, Business, or related field (or equivalent experience).
- 3+ years of experience designing and developing digital learning content (LMS, e-learning, microlearning).
- Strong understanding of adult learning principles and instructional design models (ADDIE, SAM).
- Proficiency in authoring tools (Articulate 360, Rise, or similar) and multimedia editing (Canva, Adobe Creative Suite).
- Excellent writing, editing, and communication skills; ability to simplify technical or compliance topics.

Preferred:
- Experience creating content for small businesses, entrepreneurship, or compliance training.
- Familiarity with WordPress LMS platforms (e.g., LearnDash) and Salesforce integration.
- Knowledge of DC small business ecosystem or economic development programs.
- Bilingual or multilingual capabilities are a plus.

Core Competencies
- User-centered and equity-focused design approach.
- Ability to manage multiple projects and meet deadlines.
- Collaborative mindset and comfort working with cross-functional teams.
- Strong attention to detail and commitment to high-quality content.