



PROJECT LEAD, SERIOUS GAME FEASIBILITY STUDY

DESCRIPTION

A nonprofit organization has an exciting and unusual opening for an individual possessing strong intellectual and entrepreneurial talents combined with some relevant experience in the media industry and related marketing.

The successful candidate will lead an effort to examine the feasibility of developing a game with the goal of influencing teens and young single adults to delay sex or practice safer sex. He or she will serve as a consultant to The National Campaign to Prevent and Teen and Unplanned Pregnancy to look into designing and marketing this idea to commercial developers and/or developing a “game environment” for non-commercial use in educational settings.

Researchers at the Brookings Institution are developing a simulation model based on the best and most credible data on sex, contraception, and related behaviors, which will become the underpinning for the game. The game based on this model must be fun to play, engage the target audience, have the potential to change attitudes and behavior, and be financially or commercially feasible. The project leader will be responsible for all aspects of researching the feasibility of this idea and then marketing it to potential commercial or foundation funders. This will include identifying and meeting with people in the game development community that might provide advice and/or financing. Isabel Sawhill, President of the Board of The National Campaign and a Senior Fellow at Brookings will oversee this work but the person engaged will work with broader Bookings and Campaign teams on various aspects of the project.

REQUIREMENTS

The attributes we seek in a candidate include past evidence of success in leading a similar effort to a successful conclusion; strong analytic, interpersonal, and entrepreneurial skills; and some familiarity with social marketing, the gaming industry, and social science research. A graduate degree in business, law, or social science, or the equivalent in relevant experience, is required. The successful candidate must have strong leadership skills, be able to work independently, be committed to the goals of the endeavor, and the ability to convince others of its merits.

COMPENSATION

The National Campaign will provide a full-time, term contract to the individual undertaking this initiative with the possibility of a continuing relationship. Level of compensation will be commensurate with experience.

Please send a resume and a letter detailing your qualifications for this position to Susan Lefkowitz at slefkowitz@thenc.org .