



520 Sixteenth Street North • Birmingham, Alabama 35203 • www.BCRI.org

Position: Digital Learning Project Planner (Contract Opportunity)

Reports to: Head of Archives and Technology. Works in partnership with the IT Administrator.

Compensation: The initial compensation for this four-month contract ranges from \$19,000 to \$22,000, dependent upon experience.

The Birmingham Civil Rights Institute

The Birmingham Civil Rights Institute (BCRI) is located in the epicenter of Birmingham's Civil Rights District. BCRI provides a one-of-a-kind experience allowing visitors to take a moving and unforgettable journey through history and experience what life was like as the civil rights and human rights movements took shape in Birmingham, Alabama. Our mission is to enlighten each generation about civil and human rights by exploring our common past and working together in the present to build a better future.

Position Description

The Birmingham Civil Rights Institute seeks a **Digital Learning Project Planner** ("Project Planner") to lead the research, planning, and concepting process for an immersive digital learning experience that will leverage augmented reality (AR). The experience will bring the story of Birmingham's modern Civil and Human Rights Movement to people and communities across the globe. The Project Planner will have four months to generate key deliverables for the digital learning experience.

Responsibilities

- Collaborate with and learn alongside local historians, archivists, and community leaders who can share wisdom, insights, and reflections on Birmingham's modern Civil and Human Rights Movement. Through this collaboration, establish common goals that can be achieved with an immersive digital learning experience that leverages AR.
- Conduct thorough research on Birmingham's modern Civil and Human Rights Movement.
- Identify and, if necessary, source photographs, videos, and audio files that can be used in the context of an immersive digital learning experience that leverages AR.
- Partner with stakeholders, students, teachers, AR consultants, and graphic designers to generate foundational deliverables for the immersive digital learning experience. Deliverables include:
 - A. Narrative outline ("the story")
 - B. Content outline (Outline should include scripts, photographs, videos, audio files, and, if necessary, original content)
 - C. Concept drawings and storyboards (The Project Planner will have access to graphic designers and AR consultants who will support this deliverable)

- D. Four high fidelity mock-ups (still shots of the app experience. The Project Planner will have access to graphic designers and AR consultants who will support this deliverable)
 - E. Recommendations regarding projected timeline and budget for creating the immersive digital learning experience
 - F. Recommendations regarding technologies for creating the immersive digital learning experience (At minimum, the Project Planner must explore the potential for a mobile app for iOS and an accompanying website)
- Serve as the primary liaison between the Birmingham Civil Rights Institute, Birmingham Civil Rights District National Monument stakeholders, and Tech Alabama/Ed Farm.
 - Develop a high-level strategy for the immersive digital learning experience that highlights potential development and deployment timeline.

Knowledge and Skills

- Deep interest in augmented reality and immersive storytelling
- Knowledgeable and passionate about Birmingham's modern Civil and Human Rights Movement
- Deep commitment to equity and inclusion
- Demonstrated ability to meet deadlines
- Previous success with planning and implementing digital and social media projects
- Possess a talent for problem solving
- Working knowledge of technologies for creating the immersive digital learning experience
- Proficiency with software including Pages, Keynote, iMovie, and Reality Composer
- Experience accessing and reviewing historic collections at libraries, archives, universities, and other research institutions
- Experience managing and producing oral history projects
- Bachelor's degree in history strongly preferred
- Strong writing and editing skills
- Willingness to travel
- Proven record of being a skilled communicator, both internally and externally
- Willingness to overcome challenges if and when they arise
- Demonstrated ability to collaborate with multiple subject matter experts, ranging from historians to creative agencies to educators

How to Apply

Please send cover letter and resume to hosteen@bcri.org by Monday, March 16, 2020.

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