

# VP of Content

## About Skill Dynamics

We were founded in 2011 when an experienced group of international procurement and supply chain leaders noticed a gap in the market for online practical-based education, made by professionals with real-world experience.

We embarked on creating unique, high-impact and personalized learning journeys created to improve core skills needed in these roles – efficiency, resourcefulness, and overall performance.

Since then we've educated employees from both large companies to corporations, becoming the global standard for effective procurement and supply chain training with presence in the US, Europe, Middle East, and China.

- 300,000+ learners around the world
- 200+ corporate clients
- 100 countries

In 2020 we were acquired by Levine Leichtman Capital Partners. LLCP is a middle-market private equity firm with a 36-year track record of successfully investing across various targeted sectors, especially EdTech.

With a strong team of 70 talented and fun people and over 200 blue-chip clients we're on a big growth trajectory and are building the team to help us capitalize on the growth opportunity ahead.

## About the role

We are looking for an energetic Vice President of Content to join the senior leadership team, working directly with the COO/CTO to drive the content product strategy, and develop all forms of engaging content. Your role will be instrumental in enhancing and expanding Skill Dynamics already very successful offering.

The successful candidate will work collaboratively across the organisation to develop engaging & interactive content, determining how and where to expand the product and to improve delivery. The VP, Content will be particularly keen to consider new forms of learning to supplement the eLearning experience currently on offer. The goal is to make the Skill Dynamics platform as immersive and engaging as possible. Broadening the solution with simulations, scenario-learning, and gamification will help develop further 'stickiness' through a user-centric, personalised experience.

This role is pivotal in ensuring Skill Dynamics maintains and further embeds its market leading position, and offers a fantastic opportunity for the right candidate to own this critical role which contributes directly to the future success of the business.

## Core responsibilities

- Strategically and tactically steering the content roadmap for the future, covering both the content and how it is delivered
- Working closely with subject matter experts to enhance and expand the product offering
- Meeting KPIs to drive revenue through engaging content
- Managing and maintaining relationships with outsourced content providers, and in-sourcing development as appropriate
- Identifying and demonstrating ROI both for the company, and for learners
- Encouraging team performance, setting objectives and development goals

#### Required Skills:

- This person must have a hands-on approach to content, and will be commercially astute
- They will be familiar with modern e-Learning environments
- They will understand how to create “stickiness” within product offerings through curating highly engaging and informative digital content
- Will take pride in developing and enhancing usage and engagement
- High energy with a customer-centric growth mentality, this person will need to hit the ground running while being backed by colleagues to do so
- Will boast experience leading a product strategy within the education sector
- A strong communicator who can manage and maintain relationships with outsourced content providers
- Proven experience of leading a team, with the ability to act and think strategically, whilst also leading by example
- You will be keen to monitor market trends and spot opportunities to support the continued rapid growth of the business