

Terms of Reference (ToR) EYE Academy Articulate Instructional Designer

Youth Business International

We are the global leader in youth entrepreneurship. For over 25 years we've combined global influence with local knowledge and expertise.

Young entrepreneurs have the power to boost employment and drive economic growth, their fresh perspectives and bold ideas also have the potential to reshape industries and societies for the better.

But for too many young people starting a business feels out of reach and they need the right support to succeed.

At Youth Business International we support aspiring young entrepreneurs around the world to start, scale and sustain their businesses.

We develop and scale the most effective solutions to help young entrepreneurs succeed, from developing business skills, driving innovation and nurturing talent to unlocking finance and access to markets.

Background of TOR:

Youth Business International (YBI) has long been committed to equipping underserved young entrepreneurs with the skills, confidence, and connections needed to start and grow sustainable businesses. In pursuit of this mission, YBI has continuously evolved its approach to learning and development, ensuring that the support provided remains relevant, scalable, and impactful.

A significant milestone in this journey was the launch of the YBI Learning Portal in March 2024, a digital platform designed to centralize and enhance access to entrepreneurship training tools, and resources for YBI members globally. The decision to implement this Learning Portal was driven by the need to:

- **Improve accessibility:** Ensuring members worldwide can access high-quality training regardless of geographical constraints.
- **Enhance engagement:** Utilizing interactive digital formats to increase learner participation and retention.
- **Scale impact:** Allowing YBI to deliver consistent and high-quality training at scale, reaching more young entrepreneurs across diverse markets.

As part of the ongoing development and transformation of the Learning Portal, YBI has made a conscious decision to develop resources within Articulate Rise supported by video assets to be designed within Yvond, a leading e-learning development tool known for its user-friendly design, accessibility compliance, and mobile responsiveness. This strategic shift ensures that YBI's training materials:

- **Meet high accessibility standards**, making learning more inclusive for diverse users, including those with disabilities and language barriers.
- **Are easily scalable and adaptable**, enabling rapid updates and customization based on user feedback.
- **Offer engaging and interactive learning experiences**, leveraging multimedia, quizzes, and scenario-based learning.

- **Making learning scalable and rapidly deployable**, utilizing SCORM functionality to allow a plug-and-play approach with most learning management systems.

YBI is now seeking an instructional designer to support the transformation of existing prepared storyboards into fully functional articulate rise courses. This role is critical in ensuring that YBI's digital learning offerings align with its brand identity, accessibility principles, and engagement goals.

The Learning Portal is the foundation for the Excellence in Youth Entrepreneurship (EYE) Academy, an initiative that aims to support YBI members in delivering high-quality youth entrepreneurship programs. In addition to the support the EYE Academy will provide to its members, YBI are currently exploring a direct to Young Entrepreneur offering via the EYE Academy that will complement and expand YBI's global reach By integrating digital learning through the EYE Academy, YBI is positioning itself as a leader in scalable, high-quality youth entrepreneurship education, ensuring that its network of members and young entrepreneurs worldwide have access to best-in-class training.

This transition to a digital-first, Articulate Rise-powered learning environment represents a strategic evolution for YBI, enabling greater accessibility, engagement, and scalability. The instructional designer's role will be pivotal in ensuring that YBI's learning content is professionally developed, fully accessible, and aligned with YBI's development principles.

TOR Objective

Youth Business International (YBI) is seeking an instructional design consultant to develop existing storyboards into fully functioning interactive Articulate Rise courses. These courses are to be built in line with YBI's internal accessibility and brand guidelines, including Vyond video elements (*which require designing*).

The consultant will be required to develop these storyboards in line with existing course templates provided by YBI which will ensure familiarity and consistency throughout all YBI materials.

Upon completion of course build, these courses are to be uploaded to the YBI '**EYE (Excellence in Youth Entrepreneurship) Academy**' *a scalable, inclusive, automated and AI-powered platform that delivers relevant and best-in-class services to members that ensure more impact for the young entrepreneurs they support.*

YBI will hold all intellectual property rights over the built courses, and this will be protected via Creative Common's licenses administered by YBI.

Key activities

	Activity:	Output:
1	Attend kick-off meeting with YBI staff to finalise detailed brief, work plan and milestones	Submission of agreed work plan
2	Convert prepared storyboards into digital modules using Articulate Rise	Fully developed, branded, and accessible e-learning courses aligned with YBI's standards

3	Develop video assets using Vyond including closed captions.	Video assets to be included within rise courses as outlined within storyboards.
4	Embed accessibility and universal design principles	Courses that meet accessibility standards, usable on desktop, tablet, and mobile devices
5	Conduct internal reviews and user testing	Validated and tested courses that function effectively across platforms and meet learner needs
6	Collaborate with YBI team and other SMES's (Subject Matter Experts)	Content developed in line with the EYE Model, brand identity, and informed by expert feedback
7	Incorporate feedback from pilots or internal reviews	Revised and finalised modules ready for roll-out within the EYE Academy.

Expected deliverables and indicative time frame

There are approximately 10-15 x 30-minute storyboards to be developed into Articulate Rise courses by the end of September 2025.

Storyboards are currently in development and will be ready from May 2025 onwards.

	Deliverable	Timeframe
1	Attend kick-off meeting with YBI staff to finalise detailed brief, work plan and milestones	June 2025
2	Convert prepared storyboards into digital modules using Articulate Rise	June - September 2025

Consultant requirements

The consultant/consultancy team should possess:

- Proven experience in developing e-learning content using Articulate Rise (Examples required)
- Experience designing video assets and multimedia integration, using tools such as Yvond in particular.
- Ability to interpret and build detailed storyboards into coherent, engaging digital learning journeys.
- Ability to manage timelines and deliver multiple modules to agreed deadlines.
- Excellent communication and collaboration skills and comfortable incorporating feedback from multiple SME's.

- Ability to adopt existing design approach whilst building courses as identified by YBI to increase familiarity of material for learners.

Desirable requirements:

- Prior work with non-profits, NGOs or international development organisations.
 - Proficiency in English is a must with additional language proficiency being highly preferred.
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Submission of proposals

Proposals for conducting this consultancy must be submitted in English to Daniel Holden (Senior Digital Learning Manager @ YBI), at daniel.holden@youthbusiness.org by 11:59pm (BST) on 15th May 2025. Proposals must include:

- CV (max two pages)
 - Financial proposal (day rate)
 - Examples of comparable work designed within Articulate Rise and Vyond (or equivalent).
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Development assumptions

Design freedom will be limited, with the consultant being required to develop courses in line with established brand guidelines and set structure. Imitating earlier versions of courses.

With the reduced design requirements and comprehensive templates/storyboards, YBI expects the development of each 30-minute module to take no longer than 3 days to complete.

Please provide your day rate within your proposal, as requested above.

Privacy Statement

YBI promises to respect any personal data you share with us. We aim to be clear about why we need to collect your data, and we will not do anything you wouldn't reasonably expect. We store all data securely and restrict access to only those people necessary. This may include other agencies, which are bound by Confidentiality agreements.

In accordance with the General Data Protection Regulation (GDPR) and Data Protection Act, we want and strive to ensure that the data we hold is accurate, adequate, relevant and not excessive. We will only retain it for as long as we need it. Please see our Data Protection policy to find out more.

You have the right to a copy of all the information we hold about you. To obtain a copy, write to the Data Protection Officer at YBI. The most efficient way to do this is by email to info@youthbusiness.org, including the words "Subject Access Request" in the subject line. We aim to reply as promptly as we can and, in any case, within the legal maximum of 1 month.