



Learning & Development Manager

Role Overview

The Learning & Development Manager (LDM) creates professional development and training programs for higher education professionals. It is a challenging, fast-paced, dynamic, and multi-faceted role that requires adaptability and a willingness to experiment and take risks.

LDMs are assigned to a content area of higher education where they work closely with 2-3 other colleagues. These content pods function like mini business units to co-lead and oversee all programs, products, speakers, and customers related to that area.

What You Will Do

1) Program Research, Design, Management, and Execution

LDMs are responsible for researching, designing, managing, and executing a portfolio of professional development programs and products in their assigned content area. This means you will be working on up to 50 programs and projects per year across formats (webcasts, virtual workshops, virtual and in-person conferences, video courses, books, articles, and customized workshops) at various stages of completion at any given time.

Program Research

- Gather information about audience training needs and challenges via phone interviews, campus visits, surveys, industry publications, etc.
- Identify Subject Matter Experts (SMEs) to serve as presenters and partners in content development
- Synthesize information to distill down into program ideas

Program Design

- Design learning objectives and programs based on the needs assessments you conducted
- Use tenets of instructional design and adult learning theory to create engaging experiences that result in meaningful, practical takeaways.
- Synthesize and write marketing copy that describes the product and its outcomes
- Collaborate with and coach SMEs to create engaging learning activities and compelling program content that enhances the learning experience and retention of learning

Program Management

- Establish and manage timelines and due dates for the development of program materials, for upwards of 20 concurrent programs.
- Develop supplemental resources to aid in the learning experience
- Organize program materials into workbooks, binders, and/or course sites for attendees
- Coach SMEs on content delivery platforms and tools, including facilitation and graphical display of content

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- Collect and synthesize program evaluation feedback, used to debrief SMEs and improve future programs

Program Execution

- Serve as on-site or virtual host for all programs, using either a virtual platform or travelling on-site for face-to-face programs
- Facilitate a seamless learning experience for program attendees
- Coordinate with internal logistics team on travel, space, food & beverage, and other operational needs
- Serve as sole point of contact for any logistical or technical needs

Please Note: While there will be little to no travel while the COVID-19 pandemic continues, this role may eventually include 30-40% travel.

2) Outreach & Relationship Building

LDMs inherently hold many external relationships with SMEs, customers, and attendees. These relationships also have strategic value for the organization and can connect back to sales of our membership and customized training for an individual college or universities. LDMs help further these objectives by:

- Building literacy and awareness of Academic Impressions' various programs and products, so they can in turn speak competently about them to customers
- Conducting regular outreach to program attendees, interested customers, and SMEs. This outreach serves research and program work but also contributes to overall brand-awareness, relationship-building, and sales goals.
- Connecting regularly with the internal Account Management team to support existing members' training needs and membership renewals

3) Content Expertise

While no specific prior content expertise is necessary for this role, it is preferred in applying, and it is an expectation that you will work to build content expertise in your assigned area of focus over time. The above-described activities (research, programs, and conversations with higher ed experts and practitioners) contribute very naturally and effectively to the development of content expertise. In addition, LDMs will:

- Engage in ongoing reading and attend periodic external professional development events to build their network and stay up to date on industry topics and trends
- Familiarize themselves with existing AI programs and content

What You Will Bring

Qualifications

- A Bachelor's degree is required; Master's degree in a related field is preferred

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- 4-7 years of project or program management in a training or professional development environment
- 5-7 years working in higher education is preferred

Skillsets

- Able to balance many concurrent projects with differing timelines and deadlines
- Excellent communication skills, including active listening, synthesis, and the ability to clearly communicate ideas internally and externally throughout the program development process
- Strong writing skills, including the ability to correspond professionally and clearly with a wide variety of internal and external stakeholders
- Facilitation skills, including a comfort level of presenting in front of a large number of people virtually and in-person, effectively disseminating content, creative use of learning activities, and the ability guide group conversations

Salary Ranges

The person being hired into the LDM role can come on to the team at several levels, and associated salary ranges, based on experience.

Associate Learning & Development Manager: \$40,000-60,000

Learning & Development Manager: \$55,000-80,000

Senior Learning & Development Manager: \$70,000-100,000

To Apply

Please send your resume and cover letter, including salary requirements, to Sarah Seigle Peatman, Director of Learning & Development: Research & Strategy, sarah@academicimpressions.com.

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