

Job Description

Position: Senior Manager - Content Design & Learning Solutions

Department: Training & Development

Reports To: Director – Training & Development

Location: iCEM Office or as required by the organization

Transport: Daily Pick up and Drop from Ahmedabad is available to iCEM employees

About iCEM

iCEM is an autonomous institution established by the Government of Gujarat under the auspices of the Gujarat Mineral Development Corporation. With a vision to be India's leading institute for enabling sustainable mining from societal, environmental and commercial standpoints, iCEM aims to catalyse growth of the mining sector, helping it become more efficient, safe and sustainable.

Recognising the ever-evolving mining landscape and its impact on both economic growth and the environment, iCEM adopts a comprehensive approach that encompasses capacity building and skill development, developing knowledge resources, evaluating best-in-class technologies, validating breakthrough innovations for adoption in GMDC, and forging strategic collaborations with reputed national and international institutions.

Address:

Opp. Kensville Golf Resort,
Devdholera Village,
Off. Bavla - Rajkot Highway,
Ta: Bavla, Dist.: Ahmedabad,
Gujarat (India) – 382 240

Role Purpose

The Senior Manager – Content Design & Learning Solutions is responsible for designing, developing, and structuring high-quality learning content and intellectual property (IP) for the mining and allied industries.

The role focuses on analysing client capability requirements, developing industry-relevant learning content, and converting domain expertise into scalable digital learning assets. A key responsibility is to build monetizable learning products and ensure the Learning Management System (LMS) functions as a revenue-generating platform rather than only a content management system.

The position works closely with subject matter experts (SMEs), industry practitioners, and clients to translate operational knowledge into structured learning programs, digital courses, certification modules, and knowledge products.

Key Responsibilities

1. Industry Learning Content Analysis & Design

- Analyse capability development needs of clients in the mining and allied sectors including safety, sustainability, compliance, and leadership.
- Convert industry and client requirements into structured learning solutions, course outlines, and competency-based learning journeys.
- Ensure learning content reflects current mining practices, regulatory standards, and operational realities.

2. Development of Learning Content Assets for Clients and Proprietary usage

- Design and develop high-quality learning content, including:
 - Instructor-led training materials
 - Digital learning modules (elearning), Microlearning content
 - Case studies and simulations
 - Assessment tools and certification modules
- Structure learning materials for classroom, blended, and digital delivery formats.
- Develop content libraries and reusable learning assets for use across multiple clients and programs.

3. Creation of Monetizable Knowledge Products

- Identify opportunities to convert learning content into commercial training products and industry certification programs.
- Design standardized training programs, toolkits, and learning bundles that can be offered to multiple clients.
- Develop industry-focused training IP content including frameworks, models, and structured learning pathways.
- Work with leadership to create flagship courses and certification programs for the mining and allied industries.

4. LMS Leadership, Productization & Revenue Enablement

- Design subscription-based learning programs, certification pathways, and digital course offerings to enable digital monetization
- Lead the inhouse LMS initiative and provide support to client delivery, scalable delivery of paid learning products and industry certifications.
- Collaborate with the technology team to optimize course structure, learning pathways, and user engagement within the LMS.

5. Collaboration with Subject Matter Experts (SMEs)

- Work closely with industry experts, mining professionals, and trainers to capture operational knowledge and best practices.

- Convert expert insights into structured, engaging, and pedagogically sound learning content.
- Facilitate workshops and interviews with SMEs to develop proprietary content and industry knowledge assets.

6. Quality Assurance & Content Governance

- Establish content development standards and instructional design guidelines.
- Review and validate learning content to ensure technical accuracy, instructional effectiveness, and industry relevance.
- Develop and maintain a structured repository of learning content, case studies, and intellectual property.

7. Learning Effectiveness & Content Improvement

- Monitor learner engagement, course completion, and feedback from digital and instructor-led programs.
- Use learning analytics and client feedback to continuously improve content quality and learning impact.
- Update learning content periodically to reflect regulatory changes, technological developments, and evolving industry practices.

Stakeholder Interfaces

Internal

- Internal Training Management Team and LMS / Technology Team
- Business Development & Client Engagement Teams
- Internal senior leaders at mines and corporate office

External

- Mining Industry Experts and Consultants
- Academic Institutions and Technical Experts
- Clients and Industry Bodies

Key Competencies

- Strategic Mindset
- Operational Excellence
- Stakeholder Management
- Customer Orientation
- Sustainability Focus
- Pioneering Spirit
- Effective Communication

Qualifications

- Postgraduate degree in English, Psychology, Education, Organizational Development, or related discipline.
- Certifications in Instructional Design, Learning Experience Design and Human Machine Interaction (HMI) are desirable.
- Excellent command over English communication is mandatory

Experience

- 12–15 years of experience in learning content design, instructional design, curriculum design, knowledge product development, or capability building.
- Experience working with industrial sectors (mining, infrastructure, energy, manufacturing) preferred.
- Demonstrated experience in designing and developing structured learning programs and digital learning content using elearning tools like Articulate, Lectora, Camatasia and video & audio editing softwares
- Experience working with SMEs to convert domain expertise into structured learning products.
- Demonstrated experience and expertise in LMS platforms and digital learning ecosystems

Key Success Indicators

- Quality and industry relevance of learning content developed
- Creation of monetizable learning products and certification programs
- Growth in LMS-based training revenue and course adoption
- Development of proprietary training IP and knowledge assets
- Client satisfaction and learning effectiveness outcomes