



Senior Manager, Learning Programs and Credentialing

Luma Brighter Learning Value Statement:

Learning. Done. Better.

At Luma Brighter Learning, our mission is to ignite authentic human connection through learning so that we can change and save lives. Luma is the leading learning company in the transportation & logistics industries. Luma's comprehensive eNugget® Connected Learning Platform has shown measurable results in helping organizations and fleets improve safety, communication, and compliance.

We have been on the INC 5000 Fastest Growing Company for three years (23, 24, 25) and continue to make strides to grow and change the industry. We are looking for ways to continue to add value to the industry and we believe it is through more educational programs and instructional design services.

Luma's Core Values / Operating Principles

- CUSTOMER COMMITMENT: We build relationships that make a positive difference in our clients' and our lives.
- INTEGRITY: We deliver on our promises.
- QUALITY: What we do, we do well.
- PASSION: Committed in heart and mind.
- TEAMWORK: We can all do small things, but together we can do something wonderful.

Key Responsibilities

The Senior Manager of Learning Programs and Credentialing will serve as the strategic owner of Luma's current and future educational offerings. This leader will oversee the full lifecycle of our eNugget® internal design process, collaborate closely with clients through Luma's Backwards Design Program to create high-impact, customized learning solutions that drive measurable results for their organizations and oversee instructional design client projects and staffing.

In addition, this role will spearhead and oversee the exploration, design and development of the existing and new credentialing opportunities that enhance Luma's value proposition and strengthen outcomes for our clients. The Senior Manager will also contribute to the growth and engagement of the Luma Learning community working collaboratively in departments with educational sessions, newsletter content, and other initiatives that support Luma's strategic vision

and expand the impact of education across the learning ecosystem. This role will have direct reports from the art department and learning department and will collaborate closely with customer success, marketing, and sales.

Ideal Personal/Professional Performance - Behavioral Characteristics

The person selected to fill this position will possess the following key personal

Characteristics

- Detailed Oriented
- Truthful and Honest
- Results Driven
- Servant Leader
- Organized
- Customer-Centric
- Pro-active
- Creative and loves learning new things
- Flexible and Adaptable

Knowledge

- Deep understanding of transportation, logistics, and supply chain learning contexts to effectively connect educational theory to create real-world programs for clients.
Knowledge of adult learning theory, instructional systems design, an/or learning science principles to translate educational research into practical, engaging client programs.
- Knowledge of the Backwards Design Model and its application in creating impactful orientation, safety, and learning programs that drive organizational change.
- Expertise in credentialing frameworks, certification standards, and assessment design to ensure rigor, credibility, and learner recognition.
- Familiarity with learning technology, digital badging, and microcredentialing trends to maintain innovative and forward-thinking programs.
- Knowledge of project management principles and program lifecycle management from needs analysis through evaluation.
- Understanding of data-driven decision-making to measure learning impact, track progress, and refine programs for continuous improvement.
- Awareness of art direction and design principles for instructional media, ensuring consistency, creativity, and compliance across eNuggets® and learning content.
- Be on the cutting edge and pulse of instructional design, AI, and technology to offer continuous improvements to how Luma evolves and creates new credentialing programs for client engagement.

Skills

- Creative and strategic mindset to envision new learning experiences, gamification strategies, learning programs for clients, and reward systems (such as Glow Points) that promote engagement and achievement in Luma's connected platform.
- Skilled in leading the design, development, and continuous improvement of Luma's eNugget® development, learning offerings and credentialing programs to align with organizational goals and client needs.
- Lead the compliance officers and instructional design team to ensure Luma's content stays compliant with regulatory rules.
- Lead the subject matter experts, instructional designers, eNugget® developers, designers, contractors to bring innovative eNugget® programs and credentialing initiatives to life.
- Interview and select approach subject matter experts and work with compliance officers on keeping material relevant and up-to-date with regulatory requirements.
- Proficiency in overseeing and managing credentialing programs, including policies, tracking systems, reporting tools, and program integrity.
- Leadership skills to manage the learning program team and set goals, expectations, KPIs to meet throughout the year.
- Be engaged with the Luma client learning community to be able to offer suggestions, educational practices, and education on best practices of using Luma.
- Strong communication and coaching skills to guide clients in applying educational theory and implementing evidence-based learning strategies in their programs, so Luma training is not just a "how to" but clients apply the educational theory at Luma.
- Ability to analyze client goals and learning ecosystems, offering actionable recommendations that enhance effectiveness and engagement.
- Work with the client engagement to design internal marketing, internal training initiatives, and engagement strategies and bring internal training initiatives to life.
- Demonstrated strength in building relationships and fostering authentic human connections across clients and teams.
- Proven ability to lead cross-functional teams, inspire innovation, and drive results in a dynamic learning organization.
- Strong organizational and time management skills to balance multiple priorities and projects effectively.
- Capacity to work collaboratively to write case studies, white papers, and credentialing programs that highlight client success and innovation.
- Create new and support existing client-facing programs that need to be offered to increase engagement in Luma's learning community and engage appropriate Luma staff to create and deliver the programs (e.g. 1x a month snacks, administrative training, webinars, etc).

Reports to CEO

Direct Reports of the Senior Manager

- Instructional Designers
- Director of Art

Collaboration

This role will work closely with customer success, marketing, and sales.

Travel

May include onsite meetings to help clients through the instructional design process, create gap analysis documents, content curation and building, and offer insights for improvements to create them in Luma.

Job Type: This is a full-time remote employment position in EST or CST only TX, WI, OH, SC, AL, NC only. This is a full-time 40-hour a week position.

Benefits:

- Paid Time Off: PTO policy in accordance with policy provisions.
- Holiday Pay: 7.5 paid company designated holidays, including your birthday.
- Education Credit: \$1500 annual education credit for programs supporting role success.
- Health Insurance: 75% of employee-only medical premiums covered by Luma.
- Dental, vision, and optional life insurance available that Luma covers 50%.
- Retirement: Eligibility to participate in the 401k program.
- Physical Demands and Work Environment
 - Regularly required to talk or hear.
 - Frequent use of hands/fingers for digital tools.
 - Occasional standing, walking, and reaching.
 - Vision abilities include close and distance vision, plus ability to adjust focus.
 - Work environment noise level is usually low to moderate.

Note

Industry: E-learning

Employment Type: Full-time

Physical Demands and Work Environment The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee

is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

Note

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. . This document does not create an employment contract, implied or otherwise, other than an “at will” relationship