

E-Learning Manager

About the Role

We are seeking an experienced E-Learning Manager to lead the development and operation of e-learning and related platforms. The role is responsible for growing and managing the platform's learning portfolio, ensuring the quality and relevance of its digital learning offerings, developing partnerships with universities and other content providers, and overseeing the development of new courses.

The E-Learning Manager will combine strategic leadership with hands-on program and project management, working closely with universities, subject matter experts, internal teams, freelancers, vendors, and other partners. The role will also oversee the learning platform, learner experience, content quality, production processes, and performance measurement to ensure that the platform continues to grow in reach, relevance, and impact.

Key Responsibilities

Strategy & platform management

- Develop and implement strategic and operational plans for the e-learning and related platforms in alignment with organizational objectives and priorities.
- Lead the development and management of the platform, including its learning portfolio, services, learner experience, and overall growth.
- Oversee the Learning Management System (LMS), including its administration, functionality, reporting, integrations, and coordination with technical support providers.
- Monitor developments in digital learning, including emerging technologies and artificial intelligence, and identify appropriate opportunities to improve the platform and its services.

Content development & partnerships

- Build and manage partnerships with universities, academic institutions, subject matter experts, and other content providers to expand and enrich the platform's learning portfolio.
- Proactively identify and secure suitable existing courses and learning materials from universities and partners, and oversee their review, adaptation, and onboarding to the platform.
- Identify gaps and priority areas for new content and lead the development of new courses using the most appropriate combination of internal resources, universities, experts, freelancers, and external vendors.
- Manage external content-development partners and service providers, including requirements, scopes of work, budgets, timelines, deliverables, quality, and relevant intellectual property and licensing arrangements.

Learning design & quality assurance

- Establish and maintain quality standards for courses and learning programs offered through the platform.

- Oversee instructional design, course structure, learning activities, assessments, multimedia content, and accessibility to ensure effective and engaging learning experiences.
- Ensure that internally and externally developed courses are reviewed and quality-assured before publication.
- Maintain a systematic process for reviewing, updating, improving, or retiring existing courses based on quality, relevance, learner feedback, and performance.

Project & resource management

- Plan and oversee multiple e-learning projects and initiatives, ensuring delivery within agreed timelines, budgets, and quality requirements.
- Manage project plans, resources, milestones, risks, dependencies, and deliverables.
- Allocate internal and external resources according to priorities and project requirements.
- Monitor implementation and take corrective action where projects, resources, or deliverables deviate from agreed expectations.

Team leadership

- Lead, coordinate, and provide guidance to instructional design, content development, video production, and other relevant staff.
- Establish clear priorities, responsibilities, workflows, and performance expectations across the team.
- Support staff development, collaboration, and effective coordination with external contributors and partners.

Performance & continuous improvement

- Define and monitor appropriate KPIs covering areas such as learner reach, enrollment, engagement, completion, satisfaction, learning outcomes, course quality, and operational performance.
- Analyze platform, learner, and program data and use the findings to guide content, platform, partnership, and investment decisions.
- Gather learner and stakeholder feedback and translate it into improvements to courses and platform services.
- Prepare regular performance reports and recommendations for senior management.

Required Qualifications

- Bachelor's degree in educational technology, instructional design, computer science, engineering, or another relevant discipline. A postgraduate qualification in a related field is an advantage.
- At least 6 years of relevant experience in developing and/or managing e-learning programs in higher education, professional learning, corporate training, or a comparable environment, including at least 3 years in a leadership or managerial role with responsibility for e-learning teams, projects, programs, or initiatives.

- Demonstrated experience managing the development and delivery of e-learning courses and programs.
- Proven ability to manage multiple projects and deliver them according to agreed timelines, budgets, and quality requirements.
- Strong understanding of instructional design principles, adult learning approaches, curriculum development, assessment, and digital learning methodologies.
- Demonstrated experience managing Learning Management Systems, with a strong understanding of LMS administration, configuration, user management, reporting, and integrations.
- Strong working knowledge of e-learning authoring tools and digital content-development workflows, with the ability to supervise and assess the quality of course development.
- Strong understanding of video and multimedia production processes for digital learning, including the ability to plan, supervise, and quality-assure multimedia content.
- Experience working with universities, subject matter experts, content providers, vendors, freelancers, or other external partners.
- Experience managing outsourced projects, including defining requirements, managing deliverables, monitoring quality, and coordinating external providers.
- Strong project management, planning, and organizational skills, with the ability to manage multiple initiatives simultaneously.
- Proven leadership and team-management skills.
- Strong analytical skills and the ability to interpret learning, platform, and performance data and translate findings into practical actions.
- Excellent communication, negotiation, relationship-management, and interpersonal skills.
- Fluency in Arabic and English, both written and spoken.

Preferred Qualifications and Experience

- Experience managing a public-facing, university-based, national, or large-scale digital learning platform.
- Experience developing partnerships with universities or other educational institutions for the acquisition or development of learning content.
- Experience commissioning and managing externally produced online courses.
- Familiarity with digital accessibility standards and good practices.
- Familiarity with emerging applications of artificial intelligence in education and digital learning.
- Professional certification in project management, instructional design, learning technologies, or a related field is an advantage.