



## Senior Instructional Designer & Training Resource Manager

**Workplace type:** Hybrid | Paoli, PA

**Job type:** Full-time

### About Crumdale Specialty:

Crumdale Specialty is a diversified insurance firm providing custom, self-funded healthcare solutions to a limited distribution network of brokers, consultants, and agents nationwide. Ranked on the Inc. 5000 Fastest Growing Companies and Best Workplaces, we leverage industry expertise, superior talent, data analytics, and a disruptive mindset to manufacture, underwrite, and administer agile, transparent, and cost-saving solutions. We optimize the fragmented health benefits supply chain to reduce health benefit costs and create better outcomes for employers and employees.

At Crumdale, people come first. We strive to make a positive impact on the people we serve. We believe this starts with the passion and purpose of our team. Our company culture is rooted in alignment, innovation, and integrity.

### About the Job:

Under the direction of the VP of Learning & Development, the Senior Instructional Designer & Training Resource Manager will be responsible for designing, developing, and maintaining training resources that align with Crumdale's organizational goals. This role requires creativity, technical knowledge, and project management skills to create engaging, effective training solutions. You will collaborate with subject matter experts (SMEs) and stakeholders to deliver high-quality learning experiences.

### Duties & Responsibilities:

#### Instructional Design

- Design and develop engaging training content, courses, and materials, including eLearning modules, scenario-based simulation training, animated videos, instructor-led training (ILT), and blended learning experiences.
- Utilize adult learning principles and instructional design methodologies to create content that is clear, concise, and engaging.
- Create assessments to evaluate training effectiveness and update content regularly.

#### Training Resource Management

- Implement and manage the Learning Development System (LMS)
- Manage training resources, including digital and physical training assets, maintain inventory within the LMS, and ensure materials are up-to-date and accessible.
- Coordinate with SMEs to manage bi-monthly content updates for ILT training collateral, including visuals and facilitation guides.
- Manage Trainer availability and scheduling for ILT delivery of bi-monthly new hire onboarding event, raising escalated issues/logistics to the VP of Learning & Development.



### **Collaboration & Communication**

- Partner with VP of Learning & Development and SMEs to gather accurate technical content.
- Partner with VP of Learning & Development for training program refinement and make curriculum/program recommendations.
- In partnership with VP of Learning & Development, communicate with stakeholders to understand training needs, provide updates on projects, and gather feedback.
- Assist VP of Learning & Development in managing on-site live training events, as needed.
- Collaborate with Marketing & Communications on special projects/events, as needed.

### **Evaluation & Reporting**

- Prepare reports on training activities, resource utilization, and learner outcomes through LMS.
- Work with VP of Learning & Development to analyze feedback and performance data to measure program effectiveness.
- Provide insights for continuous improvement based on evaluation of data and stakeholder feedback.

### **Qualifications & Skills:**

- Bachelor's Degree in Instructional Design, Graphic Design, Education, Human Resources or related field.
- 3+ years of experience in instructional design, eLearning development, or training resource management.
- Proficiency in eLearning Tools, LMS, and project management.
- Excellent communication and organizational skills.
- Proficiency with MS PowerPoint preferred.
- Proficiency with Adobe eLearning Suite and Adobe Creative Suite preferred.
- Prior experience with animation tools like Powtoons or Vyond preferred.
- Prior experience in the Employee Benefits Insurance industry preferred.

### **Benefits:**

- Medical Insurance
- Vision Insurance
- Dental Insurance
- 401(k)
- Disability Insurance