



## **Job Announcement: Digital Content & Learning Platforms Manager (Bilingual English/Spanish Preferred)**

### **Summary**

Migrant Clinicians Network (MCN), a 501(c)(3) national nonprofit founded in 1984, is hiring a full-time Digital Content & Learning Platforms Manager.

MCN builds practical solutions at the intersection of migration, vulnerability, and health. Through training, technical assistance, resource and tool development, and opportunities for connection, we support tens of thousands of health care providers, community health workers, outreach teams, and other clinicians across the United States and Puerto Rico. We also provide direct care coordination to migrants, immigrants, and other underserved and historically marginalized communities.

Our life-saving work is powered by a diverse and passionate team committed to health justice. Most of our staff work remotely, with offices located in Salisbury, MD and San Juan, PR.

The Digital Content & Learning Platforms Manager will lead MCN's digital transformation as we move to a modern, managed content management system (CMS) and hosted Learning Management System (LMS). This position will oversee the architecture, content operations, and analytics for MCN's public-facing website and manage all LMS functions supporting continuing education (CE/CME/CNE) for health professionals serving migrant, immigrant, and vulnerable communities, working closely with professional Education and Communication teams.

This role bridges technical implementation and content strategy. The Manager will ensure MCN's digital platforms are intuitive, accessible, compliant, and aligned with our work to advance health justice through knowledge sharing and professional development. This is a full-time fully remote or hybrid/in-office role in Salisbury, MD or San Juan, PR.

### **Responsibilities**

#### **CMS & Web Operations**

- Lead the Drupal-to-managed-CMS migration, working closely with an external developer & design firm, including platform selection, architecture, taxonomy, templates, and accessibility compliance.
- Manage and optimize web content workflows—publishing, tagging, SEO, and analytics—in collaboration with program and communications staff.
- Maintain and update MCN’s extensive resource library in addition to individual webpages.
- Oversee website performance, uptime, and user experience, maintaining coordination with external developer firm for server/security patches, redirects, and incident response.
- Use AI-assisted tools to support information architecture, metadata consistency, and content migration QA.
- Ensure all web content aligns with MCN’s brand, communications goals, and data security standards in conjunction with the Communications team.

## **LMS Management**

- Lead the configuration and operation of MCN’s hosted LMS, managing user experience end-to-end: SSO/magic links, course setup, evaluations, post-tests, certificates, and automated CE reporting (CME/CNE/certificate of completion).
- Develop and maintain LMS templates, workflows, and analytics dashboards to support continuous improvement.
- Collaborate with the Education team to launch and maintain online courses, webinars, and asynchronous learning modules.
- Uphold a no-PHI-in-the-LMS policy and ensure compliance with accreditation, accessibility, and audit requirements.
- Leverage AI tools (where appropriate) to assist with metadata tagging, accessibility review, and learner data insights.
- Collaborate with the Data team to report on content offerings, user statistics, and user experience successes.

## **Strategy & Collaboration**

- Partner across MCN teams to align learning and communications objectives.

- Contribute to the digital strategy roadmap, recommending tools and workflows that maximize efficiency and scalability.
- Train staff on basic CMS and LMS publishing functions, supported by clear documentation and AI-assisted job aids.
- Participate in MCN-wide strategic planning and collaboration.

### **Required Skills/Abilities**

- Possesses outstanding communication, verbal, and written skills. Bilingual in English and Spanish preferred.
- Highly organized to keep track of and complete a very wide variety of tasks under tight deadlines.
- Functions independently within established project guidelines.

### **Education & Experience**

- Bachelor's degree in communications, digital media, instructional design, or related field (or equivalent experience).
- 5–7 years of experience managing web content systems, digital learning platforms, or similar digital operations roles.
  - *Candidates with 3–5 years of experience may be considered if they demonstrate strong technical aptitude and skill in AI-assisted tools.*
- Demonstrated experience leading a CMS migration or major platform transition preferred.
- Familiarity with continuing education workflows and accreditation (CME/CNE) is highly desirable.

### **Technical & Professional Skills**

- Proficiency in at least one modern CMS (e.g., Wix, Drupal, WordPress, Webflow, Squarespace, or Contentful).
- Experience with LMS platforms (e.g., MoodleCloud, LearnWorlds, TalentLMS, Absorb, or Thinkific).

- Working knowledge of web accessibility (WCAG 2.1 AA), SEO, and Google Analytics 4.
- Ability to configure workflows, forms, and automations.
- Comfort using generative AI tools for structured tasks—accessibility QA, metadata, analytics summarization—while exercising strong judgment and quality control.
- Excellent organizational, communication, and collaboration skills.

***Note on Use of AI:***

*While this role requires mid- to senior-level digital expertise, the availability of modern no-code platforms and AI-assisted tools reduces the need for deep backend development experience. The ideal candidate is a strategic systems thinker and skilled digital operator, not a full-stack developer. They should know how to use AI to enhance productivity, but also understand its limits, ensuring all outputs meet MCN's quality, compliance, and ethics standards.*

## **Compensation & Benefits**

MCN offers full-time employees a competitive and comprehensive benefits package; Salary starting at 54K, and commensurate with experience and location.

## **Physical & Travel Requirements**

- Prolonged periods of sitting at a desk and working on a computer.
- Possible occasional domestic travel as needed.

Interested candidates are invited to apply via the [Deamer Group](#).

*MCN provides equal employment opportunities to all individuals without regard to race, color, sex, religion, national origin, age, disability, pregnancy, sexual orientation, gender identity or expression, genetic information, ancestry, or HIV/AIDS status. We comply with all applicable federal and state laws, rules, and regulations, and provide equal employment opportunity in all aspects of employment and employee relations.*