

AI Trainer/ Coach

Established

Vast

80k

COMPANY PROFILE

a European group of e-learning companies operating in regulated sectors (healthcare, law, education, transport). They're merging several brands into one central SaaS platform and rolling out an AI-first strategy across all teams.

You work across product, engineering, operations, marketing, content, customer service and leadership — creating shared ways of working and building confidence in AI.

JOB DESCRIPTION

As AI Adoption Specialist & Coach, you will:

- Facilitate AI workshops, training and hands-on sessions.
- Help teams discover practical AI use cases in daily work.
- Make AI approachable for non-technical teams.
- Guide behavioural change: new habits, rhythms and collaboration styles.
- Coach leaders in communication, clarity and steering their teams.
- Support the integration of newly acquired companies into the AI-first model.
- Spot friction, resistance or confusion early — and resolve it constructively.
- Turn lessons into lightweight playbooks and scalable best practices.
- Collaborate with Product, Engineering, Operations, HR, Marketing and Leadership.

JOB REQUIREMENTS

You have:

- Experience in AI adoption, L&D, enablement, coaching, product ops or similar roles.
- Experience facilitating workshops or coaching teams in new ways of working.
- Hands-on experience with AI tools (LLMs, copilots, automation).
- Strong communication skills — able to simplify complex concepts.
- Confidence working across multiple teams with different maturity levels.
- Sensitivity for resistance and the ability to shift it with empathy + clarity.
- Native-level English (Dutch is a plus).
- Residency in the Netherlands and availability for **2 office days in Utrecht**.

TERMS OF EMPLOYMENT

- Salary: **€6.000 – €8.500 / month** (depending on experience).
- Pension plan.
- 26 holidays.
- Hybrid setup: 2 fixed office days in Utrecht.
- High-growth environment with ownership and autonomy.

- Close collaboration with Product, Engineering and Leadership.
 - A central role in shaping how AI is adopted across the organisation.
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Interested?

Reach out via **d.gontha@haystackpeople.nl**

Contact & solliciteren

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Utrecht

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