

Digital Marketing Manager

What we do:

The William Clarence Education Group is the UK's leading education advisory & consultancy business for families, education professionals and schools around the world. We have a range of educational interests across the education sector:

[Virtual School Experience](#) is our brand new global software solution, enabling institutions to connect with parents, students, staff and alumni around the world, on demand, in a truly personal, engaging and immersive environment. Our ed-tech platform is the next generation of student recruitment and event technology giving schools the chance to create an individual school experience, all in house, within minutes.

[William Clarence Consulting](#) is a trusted partner to families and corporations around the world, advising on nursery, school and university applications, along with tutoring and assessment services.

[School Management Plus](#) is our rapidly growing content platform. We provide news, opinion, jobs and resources into the independent education community worldwide with a wide social footprint and diverse contributor network.

The Role:

Our business is built on the quality and integrity of our people. This is a key hire to manage and aggressively grow our digital presence for all three brands and super charge our inbound strategy. A background in high growth digital businesses, with a keen interest and experience with B2B ed-tech would be a distinct advantage.

With ambitious growth plans, this is an exceptional opportunity to join an expanding business and brand. Our software solution is poised for widespread adoption and we are looking for an ambitious, entrepreneurial and tenacious digital marketer to build our presence and own the inbound pipeline funnel strategy.

What you'll do:

- Create and execute marketing campaigns across all social, search and email channels
- Produce expert email campaigns for a variety of audiences to drive inbound lead generation and traffic
- Create engaging and exciting digital content for all platforms, including but not limited to blogs, emails, social posts, video content, partner webinars, newsletters,
- Analyse and report on performance against company vision and OKRs
- Search Engine Optimisation across the Group's websites
- Constructing infographics and lead generation reports
- Manage all social media channels such as LinkedIn, Facebook, Twitter, Instagram, and YouTube, adapting content to suit different channels
- Work with our Hubspot CRM to track inbound, manage a budget for social media activities and present ROI to management on activities

Who you are:

- Demonstrable history of building engagement, traffic and sign ups via PPC.
- Strong understanding of SEO
- Excellent design & video editing skills on various platforms like Photoshop and Canva
- Strong experience with Hubspot CRM to manage inbound.

- Expert knowledge of PPC strategy with a demonstrable history of achieving ROI and lead conversion.
- Continuously data driven in the relentless pursuit of ongoing monthly growth.
- Expertise with Google Analytics, tracking, segmentation and reporting
- Creative and entrepreneurial with an eye for detail and a passion for startups
- Knowledgeable about referral marketing and able to create viral growth
- Strong copywriting and editing skills suitable for each platform, from tweets, linkedin posts to blogs
- Strong organisational skills, with the capacity to prioritise and work across multiple projects
- The ability to work well under pressure in order to meet deadlines
- Manage and facilitate social media communities by responding to social media posts and developing discussions

What we offer

- Fully remote/ flexible working
- 25 days holiday plus bank holidays
- Competitive salary plus annual bonus
- Pension
- High degree of autonomy with the opportunity to become responsible for an integral aspect of the business.

Applications

Please send all covering letters and CV's to support@virtual-schoolexperience.com

Closing date

August 20th 2021