

VACANCY: Digital marketing manager (lead generation) - Padova

Who we are

Teachersrise organises teacher training courses and projects for teachers and schools from all over Europe. The Erasmus+ programme fully funds the costs of participation in our courses and projects for schools of all types and levels. We help those schools to get this funding through our dedicated Erasmus+ support service.

Course participants typically move for one week from their country to one of our locations to attend our courses and learn new teaching methodologies and skills. Along with the training, we also offer socio-cultural activities, accommodation and other services. Whether schools got Erasmus+ funding through our support service or independently, we actively compete with other Erasmus+ course providers to attract participants to our teacher training courses and other services, aligning with our organisation's sales targets. Our commitment extends beyond course booking: we prioritise resolving the practical aspects of the booking process of each participant, and strive to meet their needs and preferences for topics, dates, and other logistical factors. Moreover, we actively promote and upsell our additional services, enhancing the overall training experience for participants.

Instead, projects involve organisations from different countries cooperating on activities related to education and training. These activities aim to address specific topics, exchange experiences, and promote innovation and knowledge sharing among the partners. Our support service facilitates the creation of these partnerships by connecting organisations with similar interests and providing professional project application drafting. During implementation of these project activities, we are committed partners, focused on achieving great project results and fostering strong relationships for international cooperation.

Overview

Teachersrise is seeking a qualified individual for the position of "Digital marketing manager". This is an exciting opportunity to join and contribute to the growth of a new education startup!

The role is focussed on lead generation and you will be responsible for planning, designing, implementing, and optimizing strategies to attract and capture leads. Additionally, you will enhance our digital strategy by optimizing our tech stack and cloud technology.

Conversion rates are crucial metrics for campaign success, with clear targets set and performance evaluated monthly. Your ability to drive lead generation and achieve our business objectives will be key to our success.

To thrive in this role, you should possess a well-balanced mix of technical expertise, marketing knowledge, and project management skills. Your ability to drive lead generation and achieve our business objectives will be crucial to our success. If you are ready to take on this challenging yet rewarding opportunity, we encourage you to submit your application now!

Current tech stack: Zoho CRM, Mailchimp, Wordpress

Contract type: Self-employed contractor ("Partita IVA") based on quarterly targets.

Key responsibilities

- **Lead generation strategies:** Identify target audiences, select appropriate marketing channels, and design campaigns to attract leads.
- **Content creation and distribution:** Create contents in English utilizing provided copy in English or Italian and manage translation agency if needed. Produce high-quality content such as newsletters, course guide, posts, whitepapers, ebooks, webinars, and videos to engage and capture the interest of potential leads. Distribute this content through various channels such as social media and email marketing.
- **Managing marketing campaigns:** Plan and execute marketing campaigns across multiple channels to generate leads. This may involve CRM Mass emails, Email marketing, Newsletter, PPC advertising and posting, advertising and interacting with followers on social media (Facebook/Instagram and LinkedIn).

- **Lead capture and conversion:** Optimise lead generation and marketing automation processes based on CRM blueprints and workflows. Implement lead capture mechanisms such as landing pages, forms, and lead magnets to capture contact information from potential leads. Develop strategies to nurture leads through the sales funnel and convert them into customers.
- **Analysing performance metrics:** Monitor and analyse key performance indicators (KPIs) such as website traffic, conversion rates, cost per lead, and ROI to evaluate the effectiveness of lead generation efforts. Use data-driven insights to make informed decisions and optimize campaigns for better results.
- **Collaboration and communication:** Work closely with cross-functional team members such as sales and admin to align lead generation efforts with overall business objectives. Communicate regularly with stakeholders to share updates, insights, and recommendations.
- **Staying updated on industry trends:** Keep abreast of latest trends, best practices, and emerging technologies in lead generation and digital marketing. Continuously seek opportunities to enhance skills and knowledge in the field.

What we are looking for

- English and Italian, both at least C1, for content creation and communication.
- High level of initiative and self-motivation.
- Customer-centric mindset
- Ethical conduct and integrity in all professional interactions.
- Technical expertise in using the current tech stack
- Marketing knowledge, including lead generation strategies, content creation, distribution, and campaign management.
- Proficiency in lead capture and conversion techniques, utilizing CRM tools and marketing automation
- Project management skills
- Analytical skills for KPI analysis
- Strong communication and collaboration skills
- Hands-on experience in managing marketing campaigns, including CRM mass emails, email marketing, newsletters, PPC advertising, and social media engagement. Experience in developing and implementing lead generation strategies for educational programmes is a plus.

Compensation & benefits

- Freelancers are hired on a quarter-by-quarter basis.
- Candidates are required to submit a fixed lump sum quotation for a plan of quarterly activities.
- Agile digital environment and smart tools for digital collaboration