

Experienced Regional Marketing Manager

Our client is invites an Experienced Regional Marketing Manager to join their team an online school of English for children aged 4-12. The company's customers come from more than 30 countries all over the world. They have 40K students and 1,5K teachers. The company international team has 200+ developers/support managers and marketing gurus. They showing 5x annual growth.

Responsibilities:

- Organize the company online promotion events across the specified regions (Europe);
- Social media marketing / influence marketing / context ads / PR / retail distribution /Community management;
- Statistics analysis, KPI monitoring;
- Participate in product development and quality elevation activities.

Requirements:

- Proven experience in consumer products digital promotion internationally (i.e. not only in Russia/CIS);
- Experience in building a community around online services - Instagram, Facebook;
- Experience in team selection and management;
- Experience in building and supporting Analytics of advertising companies, performance and channel comparison;
- Experience in working with digital agencies (including outside Russia / CIS), tracking their performance, setting goals and objectives;
- Experience in selecting creatives and landing pages for tasks, working with designers, and setting A / B tests to measure efficiency;
- Experience in working with opinion leaders and influencers in Instagram, Facebook, Youtube (outside Russia/CIS too), monitoring efficiency;
- Confident command of English C1+ (Expect to be tested!);
- Ability to work hands on, not just set tasks;



Also, we expect you to be:

- An Experienced user of advertising Facebook, Google, etc. cabinets;
- An Experienced user of Analytics tools-Google Analytics, Excel, etc.;
- An Experienced PC user active in social networks

Good to have:

- Knowledge of any widely used European language will be a plus;
- Confident knowledge of Russian is welcome, but not required;
- Higher education is welcome;

We offer:

- Any location - remote work;
- Full-time employment;
- Flexible working hours, 40+ hours per week;
- Friendly young team;
- Interesting and promising project, looking forward to meeting you!
- Appealing salary
- A place where you will be a valued
- World class professional learning and leadership development

The application process is open for this position and all qualified candidates are welcome to apply with their English CV's and Cover letter on recruitment@laveco.com or on our web-site www.laveco.com or follow us

