

Spanish Online Marketing Manager

Responsible for the Spanish Market, the purpose of this role is to establish answerenglish.es as the leading internet site for English Language students in Spain, measured by traffic and relevance. Market intelligence, content quality and established digital promotional techniques will achieve the conversion targets. Effective sales management will translate these to clients. Reports to the Managing Director.

RESPONSIBILITIES

i) Online Marketing

Create and execute internet marketing strategies
Maintain project plan for effective delivery of Spanish specific promotions
Conceptualise and develop promotional collateral
Manage External SEO & Keyword analysis
Execute promotions in multi channel environment (e-mail marketing, website, PPC)
Analyse and report on campaign and collateral performance
Undergo regular competitor analysis & research
Write content and regularly update website

ii) Sales

Online sales to language students
Sales Administration
Customer Service and Support

COMPETENCIES

Excellent written and verbal communication skills
Good understanding of internet technology and high level of computer literacy (IE, Excel, Word)
Target and goal orientated individual with an ability to work under pressure
Ability to work in a team environment and on your own initiative

REQUIRED EDUCATION & EXPERIENCE

Fluency in Spanish and at least Upper Intermediate Level of English
Min 12 months in an e-commerce/internet marketing environment essential
University education

NOT VITAL BUT GREAT IF

Sales experience and proven ability to hit targets
Knowledge and interest in the language travel / EFL industry would be advantageous
Degree in business or marketing &/or languages discipline is desirable
HTML

ATTITUDE

Enthusiastic, Hard working, Well organised, Multi-tasking, Attention to detail, Team Player, Leader, Service oriented, Able to Use initiative, Persuasive.

Term: Permanent

Salary: From £18k - 25k OTE per annum

Working hours: 9:00am – 17:30pm Monday – Friday (Full time)

Location: Marble Arch / Baker Street

Languages: Spanish (fluent), English (at least Upper-Intermediate)

To apply for this position please send your CV and covering letter to James Herbertson:
james@answerenglish.com