

International Online Marketing Manager

Responsible for the International Market, you will establish answerenglish.co.uk as the leading website for English Language students worldwide, measured by traffic and relevance. Market intelligence, content quality and established digital promotional techniques will achieve the conversion targets. Effective sales management will convert these to clients. Reports to the Managing Director.

Answer English formed in 2006 is a language travel agency helping students that wish to study English abroad. Answer English aim is to be the leading expert in learning English in the markets in which it competes. Answer English offers free and independent advice and aims to match the needs of students to the best value English course and accommodation. Formed by James Herbertson (30) it is a young family company, based in a comfortable working environment in Central London. It is a growing company, there is an expectation of real contribution and responsibility in an energetic environment. Answer English's culture of coaching and training will help you to develop your business skills.

RESPONSIBILITIES:

i) Online Marketing

- Create and execute internet marketing strategies
- Maintain project plan for effective delivery of specific promotions
- Conceptualise and develop promotional material
- Manage External SEO & Keyword analysis
- Execute promotions in multi-channel environment (eg e-mail marketing, website, PPC)
- Analyse and report on campaign and 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

iii) Management

- Training and coaching of team
- Management of International team projects

COMPETENCIES:

- Excellent written and verbal communication skills
- Good understanding of internet technology and high level of computer literacy (Firefox/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:

- Minimum of 12 months in an e-commerce/internet marketing environment essential
- Delivering results to deadlines
- University education
- Fluency in English

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
- Upper Intermediate Level of Spanish or Italian

ATTITUDE

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

TERMS

Term: Permanent

Salary: From £18k - 25k OTE per annum

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

Location: Marble Arch / Baker Street

APPLICATION

Please send your CV and covering letter to James Herbertson: james@answerenglish.com