

Marketing Manager

Job Overview

Support teachers and have an impact on educators and their students at Professional Inspiration, a professional development company that provides educators professional development with a focus on teacher wellness and the prevention of teacher burnout. We are looking to hire an experienced Market Manager to help us keep growing. If you're hard-working, passionate and dedicated, Professional Inspiration is an ideal place to bring your talent and ambition.

Responsibilities for Marketing Manager

- Create valuable and appealing content that attracts and converts our target groups.
- Develop strategic relationships and partner with key industry players, agencies and vendors.
- Organize conferences, trade shows, and major events.
- Build brand awareness and positioning.
- Recognize deficiencies in existing marketing campaigns and develop practical solutions within the budget.
- Communicate with senior management about marketing initiatives and project metrics, as well as to brainstorm fresh strategies.
- Develop a social media strategy using all relevant platforms to reach our target audience.

Qualifications for Marketing Manager

- 5+ years of relevant experience.
- Some knowledge or experience in education and/or teaching profession.
- Demonstrable experience in marketing together with the potential and attitude required to learn.
- Proficiency in online marketing, including social media, and content marketing on Facebook, Instagram, Tik Tok, YouTube, LinkedIn, Constant Contact etc.
- Excellent communication and decision-making skills.
- Proven experience in identifying target audiences and in creatively devising and leading marketing campaigns that engage, educate and motivate.

- Experience in setting up and optimizing Google Adwords campaigns.
- Deep understanding of public relations.
- Ability to quickly adapt to change.
- Proficiency in working with metrics and processing figures with spreadsheets.