



HEAD OF MARKETING (m/w) full time at EDU

The Head of Marketing oversees and implements marketing activities and is responsible for driving the growth of a programme vertical. The role requires a strong understanding of the core metrics that drive the business and has the ability to develop and execute growth marketing strategy that drives toward programme goals. This role requires a personality characterised by strong leadership, expert communication skills and experienced digital marketing strategy.

About us

EDU is a brand of Digital Education Holdings Ltd. (DEH), a private institution of higher education with a vision to substantially increase the quality and accessibility of education.

In line with the United Nation's Fourth Sustainable Development Goal, EDU focuses on social impact for higher education by boosting societal participation, lowering barriers to formal education and addressing the capacity constraints to higher education in developing countries.

We are a young company with a team of passionate founders and leadership with broad experience across the fields of education, technology and international relations. With a rich partner ecosystem, we are building degree programmes that rely on European traditions, instilling in our graduates a strong sense of responsibility.

If you share our commitment in shaping the future of education, we invite you to join us on this journey.

Who we're looking for

2- 5 years of experience as a Communications Specialist, Marketing Manager, Account Manager, Growth Hacker or similar job function, either in an agency or corporate setting

- Demonstrated experience in partner, client or account management
- Demonstrated experience in driving marketing strategy
- Experience across a variety of digital marketing tactics
- Strong background in project management
- Ability to translate business objectives and opportunities into actionable projects for self or direct reports
- Solid verbal, written, and interpersonal communication skills and the ability to work on cross-functional teams
- **Fluent in German and English**
- Must be highly organized and have great attention to detail
- Ability to maintain a fun, casual, professional and productive team atmosphere
- Ability to work with a diverse team in a fast-paced environment
- Enthusiasm and the ability to adapt and thrive in an atmosphere of constant change

What will you do

- Develop and oversee the execution of a data-influenced marketing strategy for multiple programmes, including a heavy focus on digital marketing channels. Establishing these long-term strategic plans requires deep partnership with key external marketing stakeholders.
- Lead strategic planning including growth hacking strategy with key internal stakeholders, ensuring benchmarks and goals are being met; proactively reporting results and opportunities. Demonstrate deep subject matter knowledge when working with internal teams toward clearly stated objectives.
- Comfort and ability to engage and lead conversations with senior level internal and external stakeholders.
- Oversee all funnel conversion activities for prospective students and applicants, including paid and organic channels. Work closely with team members and cross-functional counterparts to uncover opportunities and introduce new initiatives to improve conversion. Create strategic plans and creative briefs for a wide variety of digital marketing tactics.
- Effectively build and manage relationships with marketing contacts, as well as other key stakeholders.
- Demonstrate expertise among marketing team in areas related to strategic planning, programme metrics, process efficiencies, and school management.

What we offer

- Being a vital part of building up an innovative social business;
- Personalized learning plan in line with your goals, with weekly and monthly check-ins and feedback;
- Opportunity to do meaningful work from day one, and gather first-hand experience and insights across departments;
- Competitive salary package;
- Work closely with experienced professionals at the top of their industries.

Apply now!

Location: Kalkara, Malta or Berlin, Germany

Start: ASAP

Sounds like you? Then we're looking forward to receiving your application which you can send us to jobs@edu.edu.mt