

Holm Marcher & Co.

Marketing Manager for EF Education

On behalf of EF Education, we are looking for a talented Marketing Manager who will be responsible for shaping and implementing a multi-channel marketing strategy online as well as offline to sustain and energize the company's market position.

About EF Education

EF Education is the world leader in international education. The company's mission is to open the world through education, and so far, they have helped more than 15 million people learn a language, discover the world or earn an academic degree. Today, EF Education is 46,500 staff, faculty, and teachers working in 500 offices and schools across 52 countries. While the company continues to grow, EF Education strives to stay small so as to ensure agility, smart thinking and a fun place to work.

The position:

As Marketing Manager at EF Education, you will fill a pivotal role in driving the company's market positioning thereby actively contributing to the growth and defining the direction of EF Education's Danish activities. You will be a key driver in identifying, developing and executing online as well as offline marketing opportunities. At EF Education the marketing initiatives are anchored in the company's marketing plan, and as you will be responsible for driving, developing and following through on the multi-channel marketing strategy, you must necessarily be able to take a strong operational and strategic approach to your field of work.

In order to be successful in the position of Marketing Manager, you have to be proactive and a "doer" by heart, as you'll be responsible for driving the development, implementing, reporting on, and optimizing all marketing campaigns. You will be working together with the sales team to achieve annual sales goals and one of your prime responsibilities will be to drive lead generation and enforce brand awareness. In addition, you will be liaising, negotiating, and building relationships with a range of different stakeholders, e.g. affiliates, suppliers, and colleagues.

As Marketing Manager at EF Education you will report directly to the Country Manager and coordinate with a central marketing team of +50 employees located in Zurich. Moreover, you will be working with all staff for this specific sales market. As you will be working with a lot of different people with different nationalities, it is important that you have excellent communications skills with fluency in both Danish and English, and that you are able to translate complex technical language so that it is comprehensible to all.

Your profile:

As Marketing Manager at EF Education you have a proven track record of marketing experience on the Danish market. You have a minimum of 4 years of experience within the field of marketing, including direct experience with creation and execution of online marketing campaigns. Moreover, you hold a relevant business or marketing Bachelor's degree. You take an analytical approach to the tasks ahead of you, and you have experience within campaign analysis from previous positions.

As Marketing Manager, it is important that you are extremely sales-minded, energetic and positive as well as very detail-oriented. You need to have documented experience working with paid search, organic search, social media, blogging, YouTube, and diverse social media communities such as Facebook, Blog, Instagram, Snapchat etc. Also, you are skilled in project management, and you feel comfortable running a process from A-Z. You get things done on time, at a high quality, and within the budget, and you constructively engage internal and external stakeholders in the process.

It's essential that you understand how EF Education's business' operate and that you appear as a "first mover" regarding new digital trends and behavioral patterns. Overall, the position requires a passion for online marketing, cross-media

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understanding of marketing, empathic management skills and a hands-on approach. Moreover, the ability to multi-task efficiently and perform in a fast-moving and highly result-oriented environment is essential.

Interested?

If you want to know more about the position, please contact Anne-Sofie Majlund on asm@holmmarcher.dk.