



Growth Marketing Lead

What we do:

[Kampus24](#) is the leading personalised admissions & recruitment software platform for education, enabling institutions to connect with parents, students, staff and alumni around the world, on demand, in a truly personal, engaging and immersive environment, driving admissions and recruitment like never before.

Our ed-tech platform is the next generation of student and staff recruitment technology giving schools the chance to create an individual school experience for every parent or candidate, within minutes.

Kampus24 is part of the [William Clarence Education Group](#); the UK's leading education advisory and consultancy business for families, education professionals and schools around the world.

Your Role:

Our business is built on the quality and integrity of our people. This is a key hire to manage and aggressively grow our digital presence, super charge Lead Generation creating new sales opportunities and current client retention. A background in high growth digital businesses, preferably education technology B2B businesses would be a distinct advantage.

With ambitious growth plans, this is an exceptional opportunity to join an expanding business and brand. Our software solution is poised for widespread adoption and we are looking for an ambitious, entrepreneurial and tenacious digital marketer to build our presence and own the inbound pipeline funnel strategy.

What you'll do:

- Striving daily to reach new potential customers sharing the benefits of Kampus24, with key KPI's being demonstrations booked, webinar attendees and inbound client activity.
- **Campaigns**
 - Take ownership of demand generation across all use cases
 - Produce expert email campaigns for a variety of audiences to drive inbound lead generation.
 - Create & execute marketing campaigns across all social, search & email channels.
- **Product Marketing**
 - Gain a deep understanding of our product & use cases, understanding client pain points & buying decisions.
 - Develop product collateral with sales and CEO
- **Content**
 - Support the sales team with collateral such as case studies, slide decks, help host webinars, & infographics.
 - Create engaging & exciting digital content for all platforms, including but not limited to blogs, emails, social posts, video content, partner webinars & newsletters.
- **Partner Marketing**
 - Work with our partners to execute campaigns & report results
- **Social**

- Manage all social media channels such as LinkedIn, Facebook, Twitter, Instagram, & YouTube, adapting content to suit different channels.
- Responsible for paid search, developing PPC campaign content
- Optimisation and reporting on PPC campaigns
- **SEO**
 - Manage Search Engine Optimisation across the Kampus24 website
 - Build backlinks
 - Plan to increase the Domain Rating and the aHREF's Alexa rank.

Who you are:

- Demonstrable history of lead generation and growth success within a B2B software environment is a distinct advantage
- Strong understanding of SEO.
- Excellent design & content creation skills on various platforms like Canva, Veed or Photoshop.
- Strong experience with Hubspot CRM for email campaigns, social media and nurture flows is essential.
- Expert knowledge of PPC strategy with a demonstrable history of achieving ROI and lead conversion.
- Continuously data driven in the relentless pursuit of ongoing monthly growth.
- Expertise with Google Analytics, tracking, segmentation and reporting.
- Creative and entrepreneurial with an eye for detail and a passion for startups.
- Strong copywriting and editing skills suitable for each platform, from tweets, linkedin posts to blogs.
- Strong organisational skills, with the capacity to prioritise and work across multiple projects.
- Self starter with the ability to work well independently and under pressure in order to meet deadlines.

What we offer

- Fully remote/ flexible working
- 25 days holiday plus bank holidays
- Competitive salary plus annual bonus
- Pension
- High degree of autonomy with the opportunity to become responsible for an integral aspect of the business.

Applications

Please send all covering letters and CV's to accounts@kampus24.com

Closing date

October 2022