

Head of Online Marketing

Online

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Experienced

English

30.03.2015.

A new, funded hot Education Technology Startup (MOOC) in Berlin/London is looking for an experienced and well-versed Head of Online Marketing & Sales (full-time position).

The person must have extensive practical experience across online multiple marketing and sales channels and must be a doer himself, i.e. running all channels himself. The candidate will fully and independently manage the GTM launch for the product and will be responsible for all Online Marketing and Sales/Conversion activities in the company. The role is a manager position and will have responsibility for 2 interns in the beginning.

Since we are chiefly targeting the UK and US market we require that the candidate commands English on at least professional level in communication and writing. The 4 main online marketing channels we will be focusing on for the pre-launch and beta-launch marketing are below. It is required that you command these online marketing channels in and out:

- Search Engine Marketing
- Content Marketing + Online PR
- E-mail marketing
- Social Media Marketing

Minimum Requirements:

- At least 3 years full-time Online Marketing & Sales practical experience (internship does not count!)
- Provable and extensive experience in at least the marketing channels listed above
- Sales/conversion experience, churn rate optimization
- At least 2 years tech startup experience
- Comfortable to work in a young startup
- Entrepreneurial and hustler attitude
- Interest in online education, MOOC
- Ability to make arguments in meetings without being emotional
- Ability to work independently and take initiative
- Ability to approach new problems and challenges creatively
- Desire to work in a startup environment
- Ability to manage, motivate and inspire people

Nice to have:

- English native
- Go-to-Market launches for online education products
- Online marketing and sales experience in UK and US
- Marketing experience in online education space
- Marketing experience from top-notch startups
- Basic coding skills: html, css, javascript

In return, we offer an exciting role in a fast moving startup where you have huge responsibility and rewards from day one depending on performance. You get the chance to manage once in your lifetime the GTM launch of a new product from scratch. You will have a significant impact on the future direction of our education product. We are a small team of 8 people so we are like a family with flat hierarchy and make decisions quick. We have a nice big office in Kreuzberg just next to the U8 at U Moritzplatz, one of the coolest areas in the center of Berlin, and within walking distance to many shops, bars and places to eat. Our office has a bar/kitchen, relaxing area, conference room and main working area. It is a really friendly, collaborative environment and we are sure you will have a great time here in our Berlin office.

If what you read above reflects your career experience, professional background and personality, please get send us your updated resume in PDF format, Linkedin profile, Twitter account, Facebook link, remuneration package expectation, earliest starting date and Skype id (all documents will be kept confidential)

Remuneration package: Salary + Equity shares