

Freelance recruitment

Digital project manager assignment

Instructions

The following marketing activities are planned for the next 3 months.

Activity	Skill	Frequency	Measure of success
DEM to 200k schools (19 languages)	Mailchimp	Monthly	250 leads/month
Newsletter to 500 subscribers	Mailchimp	Weekly from Sept till April	3 calendly appointments/week
Mass email to CRM Leads and Contacts	Zoho CRM	4 times a year	10 calendly appointments/shot
Manage freelancers to search manually school contacts for 20 new record lists	Peopleperhour or freelancer portals	2 times a year	5000 records/year
DEM to new record lists of "granted" (about 20 lists, total 5k)	Mailchimp	2 times a year	50 leads
Webinar configuration and technical management (2 types: 1-day webinar, 4-day webinar)	Zoom Webinar	2-3 times/year per webinar type	150 registrants/webinar 100 attendees/webinar
Editing simple website content (courses)	Wordpress	2-3 times/year	-
Editing School Education Gateway platform	School Education Gateway	2-3 times/year	-
Editing Course Guide pdf	Word/pdf	2-3 times/year	-
Tidy up data in CRM, Mailchimp, etc	Data management GDPR	Every 6 months	-
Developing CRM and website integration projects: "Develop a WP page to enrol participants into the CRM system Participant module"	Various	As required	Agree brief
[OPTIONAL] Social media posting to FB/LinkedIn groups	FB/LinkedIn posting to groups	Every week	xyz leads

Our objectives are to:

- Advertise confirmed dates of certain courses
- Showcase our courses
- Re-engage past leads and contacts

Our buyer personas are:

- Teachers from pre-primary, primary and secondary schools in Europe
- Their Erasmus+ application experience can be Newcomer, Least experienced or Experienced. We target Newcomer and Least experienced.
- Their Erasmus+ application status can be: None, Applicant, Waiting for results or Granted

You have enough Mailchimp credits and all software subscriptions are already paid. You have €750 budget for the CRM and website integration project and NO budget for social media advertising (but posting is free!).

Please, prepare your quotation to implement the activities above. Please, contact us if you need any additional information or clarifications.

You will have **10 minutes** at the face-to-face interview to make your presentation about your quotation, followed by 20 minutes of questions and answers.



Please, bring your own laptop and connect to our projector. If you don't have a laptop, please contact us in advance.

IMPORTANT:

- **Time:** You have strictly 10 minutes to present your assignment at your face-to-face interview.
- **Showcase your skills and experience:** Please, refer to the job description and make sure you give enough evidence of all the job requirements!
- **Focus on our participants:** Our course participants are **teachers** from various primary and secondary schools in Europe: they move physically to Padova (Italy) or Dublin (Italy) for one week in order to attend their Erasmus+ funded teacher training courses. Our courses are conducted in English. They will take place face-to-face and on-site in real classrooms (not online) in Padova or Dublin starting from 2022. Courses usually start on Monday and end on Saturday and are made up by modules delivered separately by 2-3 trainers per course.
- **Be creative!**