



“Digital Marketing Manager” job description

Job title: Digital Marketing Manager (Wordpress, Zoho, Mailchimp, Zoom and others)

Location: Padova and/or remote

Contract type: Self-employed contractor (“Partita IVA”)

Compensation: The payment structure will depend on the proposed quotation by the candidate, which is usually based on the individual's hourly or project-based rate. We operate by planning in advance the calendar of marketing activities within the budget for "advertising expenses" and measuring success every quarter.

Estimated working hours per year: 300-400 hours/year

Job overview:

We are seeking a highly skilled and technical Digital Marketing Manager to take on a crucial role in our education start-up and help us delivering Erasmus+ teacher training courses to improve the professional development of teacher from all over Europe. As the Digital Marketing Manager, you will be responsible for overseeing and executing marketing activities with a strong emphasis on technical expertise, marketing system administration, and managing IT freelancers/agencies. Your primary objective will be to generate leads by implementing a well-planned calendar of marketing activities and improving our company's digital strategy through the optimization of our tech stack and cloud technology.

In this role, you will work closely with our team to ensure that the leads generated are effectively converted into either grant-holders interested in our courses or funding applicants who have registered for our free webinars and support services. To achieve this, we require an expert in inbound marketing who can confidently create lead generation strategies and implement marketing automation processes. You will also be responsible for managing data, website hosting, running DEM and social media campaigns, and overseeing developers, freelancers, agencies, and digital cloud systems.

We are particularly interested in candidates who possess strong technical proficiency, a hands-on attitude, and a deep passion for IT systems. A solid background in project management and successful experience in marketing automation and CMS/DEM/CRM administration and integration projects are highly desirable. If you are a Zoho CRM superadmin, we welcome your application.

To thrive in this role, you should possess a well-balanced mix of technical expertise, marketing knowledge, and project management skills. Your ability to drive lead generation and achieve our business objectives will be crucial to our success.

If you are ready to take on this challenging yet rewarding opportunity, we encourage you to submit your application now!

Current tech stack: Wordpress, Zoho One: CRM, Survey and Forms, Mailchimp, Zoom: Meeting and Webinar, Calendly, Thunderbird

Reports to: Managing Director

Key responsibilities:

- Digital strategy
 - Define the quarterly strategy in advance to meet objectives and key results
 - Attend monthly marketing team meetings to contribute to content strategies and review progress
 - Develop digital activities aligned with business goals and company vision.
 - Ensure data compliance with GDPR and other regulations
- Project management
 - Analyse the current website/CRM integration and streamline and make recommendations to improve the whole tech stack
 - Optimise lead generation and marketing automation processes based on CRM blueprints and workflows
 - Define project briefs and identify technical agencies or freelancers for web projects
 - Manage agencies, developers, and freelancers for web/CRM integration projects and website updates
- Campaign management
 - Develop and execute the campaign activities, including CRM Mass emails, Email marketing, Newsletter, PPC advertising and posting, advertising and interacting with followers on social media (Facebook/Instagram and LinkedIn)
 - Analyse the campaign performance, present results and make adjustments
- Content
 - Create contents, utilising provided copy in English.
 - Manage translation agency if needed
 - Edit the graphical layout of content
 - Update the course guide
- Website administration
 - Regularly update confirmed course dates on website
 - Edit contents on website and other Erasmus+ platforms
- Webinar and online event technical management
 - Set up and manage the technical aspects of webinars, online open days, and online marketing events, including registration, live sessions, reminders, recordings, and materials.
 - Provide support for webinar and event registration and materials, ensuring a seamless experience for participants.

What we are looking for

- ATTITUDE
 - A hands-on, can-do attitude with a passion and vision for IT systems.
 - A strong project management background, with the ability to handle multiple projects and deadlines simultaneously.
 - A willingness to learn and adapt to new technologies and marketing strategies.
 - A customer-centric mindset with a focus on generating leads and driving revenue.
- SKILLS

- Excellent communication and interpersonal skills to work with internal and external stakeholders.
- Strong analytical and problem-solving skills to identify areas for improvement and optimize lead generation and marketing automation processes.
- Proficiency in using marketing automation and CRM tools, such as Zoho CRM and Mailchimp
- Technical skills, including some coding experience, to manage website hosting and cloud technology.
- **KNOWLEDGE**
 - Knowledge of GDPR and other relevant regulations.
 - In-depth understanding of inbound marketing strategies and practices.
 - Knowledge of website administration, webinar technical management, and campaign management.
 - Familiarity with content creation and editing, translation management, and graphical layout editing.
- **EXPERIENCE**
 - A successful experience in B2B digital marketing with a solid technical background.
 - A track record of creating and implementing successful inbound marketing campaigns and social media campaigns.
 - Experience in managing projects and technical teams, including agencies, developers, and other freelancers.
 - A proven ability to manage marketing automation and CMS/DEM/CRM administration and integration projects.
 - Experience in using Zoho One, Wordpress, Mailchimp, Zoom, and Calendly, or similar marketing systems.

How we will measure your impact every quarter

- Number of leads
- Webinar registrants and attendees
- Participants to “approved” opportunities