

# Digital Marketing Consultant ( India )

## About our Company:

[Poliglot](#) is an online language school headquartered in California. We blend the expertise of qualified native-speaking teachers with an engaging and personalized curriculum for children to help build lifelong communication skills.

As a Digital Marketing Manager you will plan and execute all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns for Poliglot's web presence. You will be in charge of all the digital channels and use them to drive brand awareness and generate leads. You will also oversee and develop our marketing campaigns and overall content strategy.

## Job Requirements:

- Experience running Digital marketing function , preferably in the Education industry
- Ability to Design, build, and maintain our social media presence
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs)
- Identify trends and insights and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies through digital marketing
- Plan, execute, and measure experiments and conversion tests
- Collaborates with internal teams to create landing pages and optimize user experience
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Identifies critical conversion points and drop off points and optimizes user funnels

## How to Apply ?

Interested candidates please email your resume and contact details to [jobs@thepoliglot.com](mailto:jobs@thepoliglot.com) with the Subject line "Digital Marketing Consultant"