



PAID MEDIA SPECIALIST (m/w) full time at EDU

About us

EDU is a brand of Digital Education Holdings Ltd. (DEH), a private institution of higher education with a vision to substantially increase the quality and accessibility of education.

In line with the United Nation's Fourth Sustainable Development Goal, EDU focuses on social impact for higher education by boosting societal participation, lowering barriers to formal education and addressing the capacity constraints to higher education in developing countries.

We are a young company with a team of passionate founders and leadership with broad experience across the fields of education, technology and international relations. With a rich partner ecosystem, we are building degree programmes that rely on European traditions, instilling in our graduates a strong sense of responsibility.

If you share our commitment in shaping the future of education, we invite you to join us on this journey.

Who we're looking for

- Strong communication skills – you can verbalize problems you face and ask for help when you need it
- Excited to learn about new technologies and to apply them to a challenging environment, such as building and integrating APIs, using best practices to ensure optimal results
- Able to work independently and you can organize, estimate, and prioritize project tasks yourself
- Capable of making your own decisions but understand the value of team play
- Have a strong knowledge of current trends in your area of expertise and in server-side technologies, in addition to the fundamentals. However, you're also business oriented and understand the dynamics between product, marketing and design
- Comfortable with working in cloud environment with continuous integration and delivery
- Experience with managing and growing social media channels
- Ability to create catchy messages based on customer buying behaviour
- Ability to speak fluently both business-German and English

What will you do

- Growth-hacking (incl. testing, SEO performance)
- Formulate social media texts and preparing the posts
- Manage day-to-day performance across several pay-per-click media channels including Facebook, LinkedIn, Google AdWords and others
- Daily monitoring of campaign management of paid social and/or search campaigns including monitoring account and campaign performance, troubleshooting issues and identifying new opportunities
- Execute bid changes based on pacing and performance
- Perform audience research to develop new campaign ideas for PPC and contextual channels
- Articulate how you've used data to solve media problems / impact media performance
- Use 3rd party tools to optimize campaigns (ie. Google Analytics, Tableau, Salesforce CRM, etc)
- Develop hypotheses for creative testing and execute a/b and multivariate tests
- Communicate to a diverse set of teams; use data and insight to make a case for what you need to be successful
- Analyze key performance data (top of funnel to bottom) within managed PPC channels - work with business analysts to analyze and optimize the volume, behavior and cost efficiency of individual campaigns and channels

What we offer

- Being a vital part of building up an innovative social business;
- Personalized learning plan in line with your goals, with weekly and monthly check-ins and feedback;
- Opportunity to do meaningful work from day one, and gather first-hand experience and insights across departments;
- Competitive salary package;
- Work closely with experienced professionals at the top of their industries.

Apply now!

Location: Kalkara, Malta or Berlin, Germany

Start: ASAP

Sounds like you? Then we're looking forward to receiving your application which you can send us to jobs@edu.edu.mt