



SOCIAL MEDIA MANAGER (m/w) at EDU

About us

Founded in June 2018, EDU is a brand of Digital Education Holdings Ltd. (DEH), a private institution for higher education with a vision to substantially increase the quality and accessibility of education.

In a world where technology is re-shaping the way we study and live, we want to harness technology as a tool to support continuous lifelong learning. Our aim at EDU is to make high quality education accessible to anyone in the world who is passionate about studying.

We are a dedicated team of founders, thinkers, makers and doers with a broad background in Medicine, Education and Technology. Although EDU is a young company, our team has proven track record of successfully building higher education online learning programmes for renowned global companies and organisations under the Candena brand as well designing medical programme, formerly under European Medical College (EuMeC).

EDU Medical, our ground-breaking programme, is disrupting the way medicine is studied. As the first College of Medicine of its kind, EDU Medical focuses on practical experience and problem-based synchronous learning in small groups, supported by the latest digital technologies. We partner with best-in-class teaching hospitals for practical training during clinical rotations. Our students start their practical (clinical) rotation from the 1st module i.e. within 8 weeks of starting their studies!

To ramp-up our growth, we are looking for an experienced Performance Marketing Manager.

Overview

As a Social Media Manager, you will own the content and social media strategy and is responsible for building EDU's brand digitally.

What You Will Do

- Increase wider public awareness of and drive a holistic image of EDU across all external communication channels: PR, Newsletters, Website and Social
- Build up trust & identification with our brand through engagement & communication and create powerful engagement with our target group
- Strategise and plan all regular content across Website, Facebook, Instagram, Youtube, Twitter and execute the posts with help from the of the team
- Conceptualise and perform ongoing analysis of EDU's content, social media channels and monitor competitors
- Continuous analysis of results and development of new approaches to improve the performance and scaling of social media campaigns
- Develop content, concepts and creative ideas to bring our brand and purpose to life

What We Are Looking For

- 3+ years experience as a Social Media Manager
- A proven track record of delivering winning social media and content strategies and its execution across several social media channels
- An excellent understanding of social media and a passion for social media, communications, storytelling and the digital world
- Advanced in content strategy and creation as well as very good knowledge of CMS tools such as Wordpress
- Proficient with Social Media Planning & Management tools and Google Analytics tools
- An analytical and creative mindset - very good understanding of SEO and analytics
- Very good knowledge of performance-oriented social media campaigns, especially Facebook and Instagram Ads
- Comfortable and energised operating in a fast-paced environment and passionate about digital technologies and working with startup companies
- Fluent in German (strongly preferred)
- Excellent oral and written communication skills in English
- High degree of initiative and sense of responsibility



What We Offer

- An innovative business model and the opportunity to join a passionate team that is re-defining the Education ecosystem
- A world-class team from over 20+ nationalities
- Competitive salary package
- The opportunity to develop your career and learn by doing
- A very energetic work environment with regular team events
- Work and live in Europe's most creative city
- and many more!

Apply now!

Location: 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