**Performance Marketing Manager Position**

OpenLearning.com is a growing education SaaS company. We provide a cutting-edge lifelong learning platform which goes beyond content delivery, and focuses on enabling interactive and engaging social learning experiences for communities of connected learners.

We are currently looking for an enthusiastic performance marketing manager to join our growing marketing team in Malaysia.

OpenLearning values diversity of experiences and backgrounds. We strongly encourage everyone with a genuine passion for education and software development to apply, even if you only meet some of the role criteria.

**The Role:**

As a performance marketing manager, you will work in the Marketing team and report to the Head of Marketing. You will play an important role in scaling up OpenLearning's inbound marketing efforts across all digital channels.

This role requires you to demonstrate:

- A minimum of 2-4 years of working experience within Performance Marketing including but not limited to Paid Search & Paid Social.
- Strong analytical skills with the ability to collect, organize and analyse significant amounts of information with attention to detail and strong appreciation of the big picture (i.e. objectives that matters).
- A firm grasp of analytics, A/B Testing, and metrics driven (performance) marketing.
- Ability to work independently with minimal supervision and a high level of proactivity.
- Clear verbal and written communication and proficiency in English.
- Experience with graphic editing tools such as Photoshop or Canva.
- Excellent time management and organisational skills.
- Enthusiastic and confident individual with the ability to interact well with people on a personal and professional level.
Your responsibilities are:

- Lead digital marketing initiatives to drive lead generation, customer acquisition, revenue, and retention across Malaysia and Australia offices.
- Define key marketing metrics, develop measurements into reports and dashboards to monitor the overall performance and return of investments.
- Set up, evaluate and optimize the marketing-to-sales conversion funnel.
- Work closely across teams to monitor and maintain data quality in the marketing database.
- Develop, test and optimise creatives and value propositions across different channels including social media, landing pages and emails.
- Work closely with the marketing and product teams to develop the best value proposition and content strategy.
- Stay up to date with the latest digital marketing strategies and potential new channels to keep us ahead.
- Design, roll out, and analyze experiments focused on improving growth KPI’s

Skills and other qualities that will enable you to be successful in this role:

- Marketing experience in the education industry.
- Experience with SEO.
- Experience with LinkedIn Paid Ads.
- Experience with Hotjar, Semrush, Hubspot and/or other similar tools within the growth stack.

To apply, please send your cv/resume to:
jobs@openlearning.com