

## **Position: Digital Marketing Manager**

Are you passionate about education? Do you thrive in an entrepreneurial environment? Are you an expert on Digital Marketing and looking for your next opportunity? Then we are looking for you!

### **About Us**

Knovva Academy is at the forefront of changing the way teens interact with education and the world around them. We are dedicated to building a global blended learning ecosystem by creating the most exciting global education programs and online courses. We're working to build tomorrow's world leaders, and we need some of the best on our team to grow with us and help us continue to expand our reach, perfect our programs and create lasting relationships with the educational community.

If this sounds like an amazing place to work already, there's much more. We are an entrepreneurial startup that nurtures our talented employees with great benefits and opportunities to grow both personally and professionally. Knovva academy is a passionate work environment with an international atmosphere and a welcoming staff. On top of our competitive salary and benefits, we also offer global snacks, WHF Fridays, group outings and many more perks to come. Knovva's core belief is the importance of diversity and open mindedness, which is reflected in both the programs and in its work space. Knovva is located in Boston's innovative Seaport District.

If you're ready to use your skills to help shake up the education world, Knovva Academy is the place for you.

### **Position Overview**

The Digital Marketing Manager is responsible for building, monitoring, supporting and maintaining our websites to ensure quality, and that all content is kept current. Additionally, the Digital Marketing Manager will perform keyword research, identify areas for organic improvement, and implement content, linking, and technical strategies based on our needs. We consistently seek to improve and refine what we do, so the ideal candidate has a mix of core abilities that can contribute to a successful SEO & PPC plan, but is also able/willing to seek out new technologies and methodologies that are to our benefit.

### **Essential Duties:**

- Perform monthly SEO / PPC audits to identify areas of need
- Utilize keyword research to drive SEO strategy and traffic
- Claim, and manage client directory listings, ensuring accuracy
- Perform scheduled website updates, ensure proper tagging, and keyword use as part of overall SEO strategy
- Identify and obtain backlinking opportunities
- Design and implement landing pages
- Assist in developing email campaigns
- Build remarketing programs
- Deliver analytics and reports on feasibility of SEO strategy

## Qualifications

- 5+ years SEO experience
- Ability to work within multiple content management systems (CMS)
- Strong familiarity with Google Search Console
- Google Analytics certified and expert
- Strong familiarity with Google Tag Manager
- Expert at Google Adwords
- Demonstrated experience with other SEO tools like Baidu
- Strong knowledge for building and maintain mobile responsive websites and compliance through HTML5 and CSS
- Demonstrated experience with successful implementation of linking campaigns
- Able to implement technical SEO improvements (i.e. optimize code for faster load times, work with robots.txt to ensure optimal crawling, etc.)

*The **Digital Marketing Manager** position is a full-time, salaried position based in Knovva Academy's office in the Seaport neighborhood of Boston. **This is not a remote position.** Salary is competitive and commensurate with experience. **Travel is not expected.** Must be authorized to work in the United States; sponsorship is not being offered at this time.*

## EEO Statement

***We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, age, genetic information, creed, marital status, sexual orientation, gender identity, disability status, protected veteran status, or any other protected status as defined by federal, state or local law.***

*Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.*

**To apply:** please submit your résumé along with a cover letter. Applications without cover letters will not be considered. No phone calls, please.