

## Senior General Marketer (Affiliate Marketing & Remarketing)

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Company: Pearson

Location: Spain

Category: other-general

\*Pearson \*

At Pearson, we're committed to a world that's always learning and to our talented team that makes it all possible. We are bold thinkers and standout innovators who motivate each other to explore new frontiers in an environment that supports and inspires us to always be better. With a rich heritage that combines 150 years of experience in publishing with the latest learning technology and digital services, we help people learn whatever, wherever and however they choose.

### Role Overview

Are you a seasoned digital marketing professional with a passion for driving results through affiliate marketing and PPC strategies? Do you possess the skills and experience to lead comprehensive web marketing campaigns in a dynamic global landscape? If so, we have an exciting opportunity for you!

As a **Senior General Markete**at our company, you'll play a pivotal role in shaping our web marketing strategies. Your focus will be on affiliate marketing and PPC remarketing, and your contributions will be key to our growth and success.

### Responsibilities

Work closely with the marketing director and web marketing specialists to develop and refine comprehensive web marketing strategies.

Engage in continuous optimization of marketing campaigns to ensure efficiency and effectiveness in achieving marketing objectives.

Implement and manage various web marketing campaigns, with a particular emphasis on increasing sales and revenue through affiliate marketing and PPC (Pay-Per-Click) marketing strategies.

Develop and implement comprehensive affiliate marketing and PPC remarketing strategies to increase brand visibility and sales for Mondly products.

Manage and optimize affiliate marketing programs following the latest trends in the digital marketing landscape

Recruit new affiliates and partners and negotiate affiliate marketing agreements.

Monitor affiliate practices and ensure compliance with our company standards.

Analyze performance of affiliate programs and optimize for maximum ROI (return on investment). Manage budgets and monitor campaign performance.

Utilize a wide range of platforms (like Google Ads, Facebook, Bing, etc.) for remarketing purposes.

Independently analyze data and trends to optimize campaigns for better performance and higher conversion rates.

Track KPIs and produce reports for all digital marketing activities; Provide insights and recommendations based on data analysis

Regularly monitor website & app performance, user behaviour, and conversion trends.

Use analytics to inform and improve marketing strategies.

Coordinate with other marketing teams to ensure brand consistency.

Stay updated with digital marketing trends and tools.

Generate detailed, actionable reports highlighting conversion rates, user engagement metrics, and areas of opportunity.

Present findings and recommendations to key stakeholders, ensuring data-driven decision-making.

Provide insights and guidance on best practices, ensuring alignment with overall business objectives.

**\*Qualifications & Skills \***

Degree (or equivalent) in Marketing or equivalent combination of education, training, and experience.

5+ years of experience in digital marketing, with specific expertise in affiliate marketing and PPC remarketing.

Minimum of 1 year of experience in Affiliate Marketing.

Minimum of 2 years of experience in PPC & remarketing.

Strong understanding of current online marketing concepts, strategy, and best practices.

A strong quantitative mindset with a focus on data-driven decision-making.

Ability to work in a team and communicate effectively with colleagues.

Action-oriented with a “roll up your sleeves approach”.

Passion for education and learning.

Operates as a self-aware, effective team player.

Experience working and thriving in a global matrix organisation is a plus.

Ability to work in a fast-paced environment and handle multiple priorities.

Evident fluency in English, being confident in speaking, reading and writing communication.

**What's in it for you :**

An opportunity to shape the future of language learning in the international market;

Access to tech teams from Google, Apple, and Facebook;

Motivating salary packages and bonuses;

An engaging and collaborative work environment;

Ambitious team with great objectives;

Training and professional development;

An excellent framework for innovation;

Private medical subscription;

Flexible working hours;

Possibility to work from home or remotely.

**Join us as we embark on a transformative journey within the realms of digital marketing and education. If you are prepared to elevate your career and drive meaningful change, we invite you to submit your application today.**

### **What to expect from Pearson**

Did you know Pearson is one of the 10 most innovative education companies of 2022?

At Pearson, we add life to a lifetime of learning so everyone can realize the life they imagine. We do this by creating vibrant and enriching learning experiences designed for real-life impact. We are on a journey to be 100 percent digital to meet the changing needs of the global population by developing a new strategy with ambitious targets. To deliver on our strategic vision, we have five business divisions that are the foundation for the long-term growth of the company: Assessment & Qualifications, Virtual Learning, English Language Learning, Workforce Skills and Higher Education. Alongside these, we have our corporate divisions: Digital & Technology, Finance, Global Corporate Marketing & Communications, Human Resources, Legal, Strategy and Direct to Consumer. Learn more at

We value the power of an inclusive culture and also a strong sense of belonging. We promote a culture where differences are embraced, opportunities are accessible, consideration and respect are the norm and all individuals are supported in reaching their full potential. Through our talent, we believe that diversity, equity and inclusion make us a more innovative and vibrant place to work. People are at the center, and we are committed to building a workplace where talent can learn, grow and thrive.

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