

Educational Program Manager (US Market)

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Company: Grintern

Location: Belgium

Category: computer-and-mathematical

Grintern is looking for Educational Program Manager In The US Market.

The Role

Your responsibilities will include:

Product Launch Strategy:

Collaborate with the course author to lead the development of the curriculum and course materials, ensuring they are engaging, age-appropriate, and align with educational standards.

Develop and execute a comprehensive launch plan for the educational program, including timelines, milestones, and marketing strategies.

Landing Page Creation & Optimization:

Design and develop engaging landing pages that effectively communicate the value of the course and drive conversions.

Continuously test and optimize landing page elements for improved performance.

Growth Strategies Implementation:

Implement growth hacking techniques to increase course visibility and enrollment.

Develop and manage paid advertising campaigns across various digital platforms.

Analytics & Reporting:

Monitor and analyze course performance using analytics tools.

Provide regular reports on enrollment numbers, conversion rates, and other key metrics.

Stakeholder Collaboration:

Work closely with the course author to ensure cohesive brand messaging and effective promotional strategies.

Engage with the audience through social media and other channels to gather feedback and foster community around the course.

Operations Management:

Manage day-to-day operations of the program, including class scheduling, resource allocation, and staff management.

Ensure compliance with educational regulations and standards.

Teaching & Staff Coordination:

Recruit, train, and supervise a team of educators and support staff.

Occasionally lead classes and workshops to maintain direct engagement with the program and its students.

Ideal Profile

Minimum of 3 years of experience in launching and managing online courses or info products, preferably in the education or children's market.

Proven track record of developing effective digital marketing strategies and campaigns leading to sales.

Strong skills in SEO, SEM, social media advertising, and conversion rate optimization.

Excellent project management and communication skills.

Creative thinker with a data-driven approach.

Familiarity with online course platforms and digital marketing tools.

Flexibility and opportunity to adjust working hours to have calls with the founder who lives in the California time zone. The rest of the work can be done within your time zone until there is a need to interact with the audience living in the USA.

What's on Offer?

Opportunity to make a positive impact

Flexible working options

Leadership Role

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