



THE EDGE
LEARNING CENTER

JOIN OUR TEAM



Job Description

Digital Marketing Executive

The Edge Learning Centers is an education services company that provides a full spectrum of premium educational services. Founded in 2008, the Edge continues to expand rapidly in Asia. Our experienced consultants and tutors offer a wide range of services suitable for different needs, ranging from test preparation, curriculum development, and university admission programs. We pride ourselves as the best in class and offer tailored services to students, with a 100% success rate over the past 14 years.

At Edge, you not only get the chance to work with the cleverest minds in the industry, we are also a fun and energetic group of people who truly want to partner with students, helping them to push the boundaries and succeed academically. At Edge we want you to constantly challenge yourself and come up with new ideas, we are a fast-growing team and want to hire great minds who can help students build a future.

Highlights

- Digital marketing, paid media and social media
- At least 2-3 years relevant experience
- People-oriented culture

Responsibilities:

- Develop content and execute for online marketing channels e.g. email marketing, website and blog
- Work with external vendor to develop and evaluate digital marketing campaigns; maximize ROI of SEM, GDN, Social Media Marketing, etc.
- Identify latest trends and new online advertising channels in the market to optimize campaign spending and performance
- Develop bilingual content on digital media platforms
- Support other ad-hoc marketing related assignments

Requirements:

- University degree or equivalent professional qualification
- At least 2-3 years' experience in digital marketing, paid media and social media
- Concrete experience of driving digital media campaigns
- Team player, passionate and knowledgeable about the digital landscape
- Proactive, autonomous, self-starter who can be flexible and adaptable
- A can-do spirit and results-driven
- Immediately available is preferred

To apply, please send over your CV, work portfolio (optional) and expected salary to recruit@theedge.com.hk