

Marketing Manager

Do you share our passion for world languages? Do you strive for excellence in educational products and services? Are you inspired by the prospect of a growing business and an appreciative corporate culture? Join Klett USA - an independent US company, based in Chicago, IL - providing German language textbooks and educational materials to schools, universities, and individuals in the United States.

We are looking for an experienced Marketing Manager to develop and manage marketing programs across different channels, in support of our overall business objectives.

Job Description

- Responsible for the development and the implementation of strategic marketing for our educational products, including books and digital formats
- Collaborate with internal and external partners to ensure projects come to fruition
- Select a suitable marketing mix and develop cross-media campaigns
- Determine the targeted use of content marketing, e-marketing, social media
- Track and adjust marketing programs based on data and other feedback re: achieving their stated objectives
- Work within the department budget to develop creative, cost-effective marketing plans for products and services
- Oversee the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Establish marketing automation with our CRM-system
- Implement effective SEO measures

Qualifications/Requirements

- Education: Bachelor's degree in marketing or other business-related field preferred
- Fluent in German and English
- Excellent communication and design skills
- Familiar with CRM processes
- Proficient in MS Office and the leading programs for layout and design
- Familiar with the latest trends and methodologies in graphic design, web design, etc.
- Conscientious; reliable follow-through, and a positive 'can-do!' attitude; creative thinker and problem-solver
- Strong project management skills; ability to deliver on time and within the budget; ability to effectively set and manage multiple priorities

Experience a collaborative, creative and trustworthy working environment with room for personal and professional development. We offer a competitive salary, paid vacation and benefits. We are an Equal Opportunity Employer. All qualified applicants will receive consideration for employment.

For more information contact jobs@klett-usa.com.