

Digital Sales Director

GV Marketing

Background

For over 25 years, Global Village Schools in Canada and the USA have been providing high quality language education to students from around the world.

The GV Marketing department conducts high-calibre B2B and B2C sales and marketing on behalf the schools in the Global Village group. We're building a high-performance team to continue to drive our success to the next level.

Job Overview

If you are a marketing and sales professional who loves the digital world, we want to talk to you. We are looking for a Director specializing in digital marketing and sales to lead team members who develop, implement, measure and optimize our digital marketing campaigns across all digital channels with the ultimate goal of driving sales results.

The position is focussed on four key areas:

- Digital sales
- CRM management and workflow optimization
- Web overhaul with an eye to UX
- Managing and improving online content and ad campaigns

Responsibilities

- Report to the Management Committee/Board of Directors in coordination with the President/Managing Director of GV Marketing.
- Work closely with representatives at GV schools and the IT team at GV Marketing to build digital priorities and strategies into an overall brand plan which meshes with the Strategic Plan of GV Marketing.
- Apply a marketing lens to advise on current website and lead the overhaul of the gvenglish.com website. Define and measure project goals, including positive UX, conversion-focused web pages, and optimized user funnels to generate leads and increase conversions.
- Plan with and oversee the staff responsible for the execution of all paid, earned and owned digital marketing, including social, SEO/SEM, and email marketing to increase brand awareness and drive e-commerce results.
- Design, build and manage an annual digital calendar and monthly content calendars, so that creative and effective content can be generated from within the school communities and by key sales staff to serve both B2C and B2C clients in the overseas and domestic

markets. Monitor audience engagement and provide feedback to content creators on ways to continually improve the results of their content.

- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points to optimize user experience.
- Monitor relationships with existing customers through CRM systems. Ensure the CRM system provides an effective sales funnel. Analyze CRM functionality and collect feedback from CRM user-group, to improve staff use and increase conversion rates. Act as the liaison between the CRM user-groups and IT Manager, and as the trainer/mentor for marketers and sales staff utilizing the CRM.
- Develop and implement marketing techniques that will drive new customers and retain existing customers.
- Measure performance of all digital marketing campaigns, and assess against goals (ROI and KPIs). Be accountable for key metrics such as open and click-through rates, conversion rates, web analytics, ROAS, CPA, CPC, CPM, etc. Collect monthly statistics and feedback from the IT Manager and DMT to produce a report for stakeholders at GV Marketing and GV schools.
- Identify trends and insights and evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

Requirements:

- Undergraduate degree in marketing or a related field
- Previous experience with B2B and B2C sales and marketing, ideally in the language travel industry. Second language proficiency an asset.
- Self-starter with a passion for sales and marketing, demonstrated through a creative and optimistic approach to achieving targets
- Previous experience using and developing sales processes in a CRM such as Salesforce
- Proven track-record of building brand awareness results through social media and content marketing
- Highly creative with experience in identifying target audiences and producing digital content to engage, inform and motivate B2B and B2C audiences.
- Experience in building collaborative partnerships with influencers
- Sound knowledge of SEO, SEM and Google analytics
- Strong analytical skills and data-driven thinking

Seniority Level: Senior level
Industry: Language Education, Study Travel
Employment Type: Full-time
Job Functions: Marketing, Sales, Business Development

GV Marketing is an equal-opportunity employer.

To apply, send your resume and a cover letter as a single PDF attachment to: marketing-hr@gvenglish.com. Applications accepted until August 16, 2019, or until position filled. We thank all applicants for their interest in this opportunity; however, only those selected for an interview will be contacted.