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**Learning Matters** is an education technology company based in Bangalore. **We improve student learning outcomes in schools with highly affordable, scalable technology and non technology products.** We are expanding rapidly. As part of this expansion plan, we are focussing on increasing our brand awareness through promotional/marketing events and school visits. To support this expansion, we are looking to hire multiple positions in the Marketing team. This document details the position of a Digital Marketing Executive to be based in Karnataka.

Designation: Digital Marketing Executive | # of positions available: 1 | Nature of work: Full time employment

Core responsibilities include but are not limited to:

- Plan and execute all web, email, database, social media and SEO/SEM marketing activities
- Maintain and improve organisation's social media presence
- Maintain and update organisation's website for optimal user experience
- Create/write content required for all digital marketing campaigns
- Create and manage paid advertising campaigns
- Identify digital marketing trends in ed-tech/relevant to organisation; brainstorm creative strategies
- Measure and report performance of all digital marketing campaigns and assess against goals
- Plan, execute, and measure experiments and conversion tests
- Conduct analysis of digital marketing efforts by competitors
- Collaborate with agencies and vendors, as needed

Additional responsibilities

- Attend company events across various states to understand event impact
- Visit customer locations to understand product usage and analyse impact of digital marketing efforts

Other pointers about this role

- This is not a work-from-home role; employee is required to work full-time from the Learning Matters office
- Requires moderate travel within Karnataka and in other states to attend events and for school visits
- Requires flexibility with working hours
- Requires travel to tier-2 and tier-3 towns and villages
- Independent contributor role

Career graph @ LM

- Immense opportunities for growth, based on performance.

Skills and qualifications required

- Graduate in any discipline, with 3-4 years of experience in digital marketing
- Excellent written and spoken skills in English
- Excellent data management and data analysis skills (Excel and/or Google Sheets)
- Confidence, patience, positive attitude, perseverance with tasks, ability to follow instructions
- Ability to work with aggressive timelines and deadlines

Working @ Learning Matters

- Promotes creativity at its best
- Provides freedom to bring ideas to the table
- Provides employee friendly policies and a healthy work environment where talent and good attitude are respected

*Email contact@learningmatters.xyz with resume and cover letter.*