

**Title: Online Marketing Manager**  
**Function: Marketing**  
**Location: HK**  
**Product: Language Travel/International Language Centers**

**The Role:**

We are looking for an online savvy, energetic and self-motivated individual to join EF's fast growing Asian marketing team. Based in our Hong Kong offices, you will be part of the team responsible for all major online marketing campaigns and you will report directly to the Head of Online Marketing. You will coordinate and implement the marketing campaigns for 5 programs in 8 countries with a team of 8-10 people to increase their presence and generate new leads of potential customers through online promotional campaigns, social media, mobile platforms and various web portals.

**Key Responsibilities:**

- Project co-ordination of global/Asian online marketing campaigns.
- Email and mobile marketing campaign coordination.
- Social media strategy and co-ordination.
- Lead generation and conversion.
- Online branding exposure

**Requirement:**

- Minimum five years of work experience in marketing, with a focus on online;
- Experience with apps, mobile and email marketing;
- Good knowledge of online marketing tools and trends;
- Proven project management skills;
- Highly sales-oriented and customer-focused mindset;
- Entrepreneurial and positive spirit, detail-oriented work style and strong sense of ownership;
- Result-driven with flexible work style and ability to perform under pressure;
- Fluency in both written and spoken English and either Mandarin, Cantonese or Japanese;
- Have knowledge and experience with Asian online channels e.g. MSN, Yahoo, Google, Baidu, Naver, Weibo, twitter, LinkedIn, etc.;
- Experience within education industry will be a great plus.

For further information of EF Study Abroad Program in China, please check following link.

<http://liuxue.ef.com.cn/>

EF is an equal opportunity employer. Join EF, we promise you a rewarding career where you can make a difference. To keep up with our worldwide growth, we are looking to hire more global entrepreneurs who want to drive business, break new ground, and see the world. If you think this could be you, then contact us and send your cover letter and CV to [Randy.nie@ef.com](mailto:Randy.nie@ef.com).