Job title: Senior Marketing Specialist

Job location: Boston, MA

Job duties: Conducting marketing study focusing on the educational service to identify market trends, business challenges, and market strategies & opportunities for improvement. Specifically,

- Devise and evaluate methods and procedures for collecting data, such as focus groups, surveys, opinion polls, or questionnaires. Design and conduct quantitative research to obtain existing data from multiple sources.

- Collect qualitative market information through open-source channels such as government websites, news channels, industry reports, public information, industry events, analytical reports, publications and announcements associated with education industry. Monitor industry statistics and follow trends in the industry.

- Collect and analyze data on customer demographics, preferences, needs, and purchasing trends to identify potential new markets and factors affecting service demand. Measure and assess customer satisfaction.

- Gather data on competitors and analyze their products and services, market share, prices, sales, and method of marketing and distribution to assist management determine Knovva's position in the marketplace.

- Identify, develop, and evaluate any possible marketing strategy, based on knowledge of Knovva's objectives, market characteristics, and cost and markup factors.

- Implement Search Engine Optimization (SEO) strategy to identify the most profitable keywords portfolio through A/B testing. Develop and implement social marketing tactics to promote brand awareness and monitor Knovva's social media marketing platforms.

- Track and improve overall digital marketing efforts and efficiency, including but not limited to tracking search and social media marketing statistical indicators, such as website traffic and sources of traffic, return on investment (ROI), bounce rates, conversion rates, etc., further analyze data or spikes, trends, or patterns with the purpose to increase the visibility and engagement of Knovva's products and services.

- Generate and test predictive models based on the understanding of marketing, sales channels and product capabilities to interpret research results and recommend business improvements. Analyze marketing campaign data and synthesize findings for internal presentations.

- Prepare reports of market research findings, illustrating data graphically and translating complex findings into written text to assist management in formulating long-term operation plan.

Job requirement:

- Master's degree in Marketing Research, Marketing Analytics, Business Administration (Marketing concentration) or Statistics.

To apply, please email resume to careers@knovva.com Attn: C. Li. Cite Ref#SM1221.