



## ProScola Digital Marketing Person (Part-Time Position)

### About ProScola

ProScola is an innovative educational technology company founded by teachers for teachers. Our mission is to simplify teaching by integrating lesson planning, class administration, and student assignments into a seamless, user-friendly platform. By focusing on lessons, we empower teachers to prioritize what they do best: teaching and inspiring students.

### About the Role

We seek a motivated and skilled Marketing Digital Manager to join our dynamic team. This pivotal role offers the opportunity to shape ProScola's marketing efforts from the ground up, working closely with the sales team and supported by a fractional CMO. If you are a collaborative, hands-on professional eager to drive growth and contribute to the success of an innovative EdTech company, this is the perfect opportunity for you.

### What We Are Looking For

We are looking for a marketing person who is happy to be the first on the ground and work with the sales team to target opportunities in Africa. While initially reporting to the CEO, you will receive support and guidance from an experienced former CMO who works fractionally. We are flexible with hours but need between 15 and 25 hours weekly.

Here's what we are looking for.

### Attitude

- **Positive and Collaborative:** Obvious but essential!
- **Hands-On Doer:** You can manage day-to-day tasks independently.
- **Demand Mindset:** You're happy to work with Sales to help drive pipeline growth. Some of the marketing will focus on large-scale, specific opportunities, so we will use account-based Marketing strategies.
- **Digital Native:** You are well adapted in the Digital world.
- **Enthusiastic Learner:** You are eager to learn about our customers' business and grow your marketing capabilities.
- **Continual Improvement:** If you want to improve marketing results, use the available data and seek stakeholder feedback to get there.



## Skills

- **Campaign Management:** Understands how to execute demand-generation strategies across multiple channels. ABM experience is an advantage but not essential.
- **Digital Marketing:** How to repurpose and coordinate thought leadership and other content in blogs, case studies, and social posts.
- **Social Media:** Familiar with social media and able to use news, influencer posts and ProScola thought leadership to generate a targeted market.
- **Website:** Responsible for the website, monitoring its currency and health and contributing to its continual improvement.
- **Marketing Technology Usage:** Experience using tools like HubSpot, Google Analytics, and ad platforms. Comfortable with incorporating Marketing technology and data into daily work.
- **Budget Tracking:** Can track expenditures and work to a simple budget, optimize the funds available.

## The Opportunity

You can grow with the company, either as a highly skilled individual contributor or as a Manager, as we develop the ProScola Team.

## Support Given

You will have the support of an experienced former CMO who is responsible for working with the founders and the ProScola team to produce the campaign strategy, company messaging, and much of the core content that supports the campaigns.

A weekly one-to-one with this individual, who will also act as a sounding board and mentor, will enable you to discuss the challenges you face and opportunities ahead with someone who understands them.

You will gain an understanding of the exciting and sought-after work of category development as the ProScola team introduces another new category: TESS (Teacher Experience Support System).

Got to our HR home page under <https://www.proscola.com/hr>

