

ATOM LEARNING

Brand & Product Marketing Lead

Atom Learning, one of the UK's fastest growing education technology startups, is hiring a Brand & Product Marketing Lead.

Atom Learning is an online learning platform that is making education fairer. We want to provide all children whatever their background and wherever they are in the world with an affordable, high-quality education. To achieve our goal, we are combining exceptional teacher-made content with machine learning to keep students on their optimal learning paths.

Atom Learning is growing rapidly with hundreds of schools in the UK and abroad using the platform and thousands of independent subscribers. We have partnered with one of the largest global publishing houses with distribution into thousands of schools in the UK and abroad; we are in talks with national governments to develop their digital learning strategies; and we're just getting started!

We are ranked one of the UK's top 100 startups by Startups100, are a finalist for the AI Award in the Lloyds Bank Business Awards, won the Best AI-based Solution for Education in the AI Breakthrough Awards, were a finalist in the Education Investor awards 2018 and Amazon Growing Business Awards 2018 as Young Company of the Year.

We are a growing team of 50 with offices in Soho (currently working remotely); we have big ambitions and anticipate being a team of at least 100 in a year's time.

The role:

Atom Learning is looking for a Brand & Product Marketing Lead to join the team at our offices in Soho. You will be responsible for all our brand marketing and digital advertising campaigns, including PPC. You will build and lead a product marketing team that works closely with the product and design teams as well as the founders to develop our marketing strategy. You will be highly creative, ensuring our communication is

engaging and memorable; and you will be data-driven, analysing results across a number of data channels. You will ultimately lead the planning and execution of stand-alone tactical and long-term strategic marketing campaigns, and define the voice of Atom Learning.

Responsibilities:

- You will own the user journey and conversion metrics from the first impression to the conversion funnel on our website;
- Develop and produce original content and identify original distribution channels to maximise new leads and conversions;
- Work with the founders, sales and product teams to develop the marketing strategy;
- Analyse top performing campaigns and carry out experiments to increase engagement and conversions;
- Forecast, budget planning and management across all paid media;
- Grow and lead a brand and product marketing team.

Ideal Candidate:

- Highly creative communicator with a data-driven mindset;
- Experience in product, brand marketing, or growth roles (preferably in a consumer business);
- Experience building a product marketing team, installing rigorous process and best practice;
- Strong track record of delivering and improving digital campaigns across paid and non-paid channels;
- Experience using conversion optimisation tools for landing pages and user journeys, running growth tests, A/B testing copy, landing pages and iterating on results.
- Up-to-date with the latest developments in social media, PPC, and retargeting technologies to capitalise on new opportunities and generate novel ideas;
- Flexibility, and a willingness to learn and jump in to help where needed;
- Loves start-ups and understands the challenges and demands of a fast-moving, ever-changing business. Ability to juggle multiple projects and meet deadlines.

What we offer:

- 28 days holiday + bank holidays;
- Fully remote/flexible work (currently working fully remote);

- Competitive pay;
- Full auto-enrolment workplace pension;
- High degree of autonomy and exposure to the running of all business areas of a successful start up;
- The opportunity to become an integral member of a fast growing technology company;
- Frequent team dinners and drinks;
- An office on Dean Street, Soho.

Please email jake@atomlearning.co.uk with a CV and short cover letter in the body of the email. Please use 'Marketing Lead: your name' as the heading.