

NOW HIRING SENIOR MARKETING EXECUTIVE



www.globaleducationplatform.com

Global Education platform (GEP) established in 2018 is an institute formed with the expertise that eventuates from 10 years in the online education industry with the objective of becoming the leading educational provider in the online Education niche. Currently it is a registered entity in the UK, USA and Sri Lanka. At a glance, Global Education Platform (GEP) facilitates a comprehensive virtual learning environment, providing 360 solutions for education.

WE ARE LOOKING FOR

We are seeking a strategic and creative Senior Marketing Executive to lead, execute, and optimise marketing initiatives across digital and traditional channels. The ideal candidate will play a key role in developing brand awareness, generating leads, and driving campaign performance. You will work closely with internal teams and external partners to ensure consistency and excellence in all marketing efforts.

- Develop and execute integrated marketing campaigns to support brand and business objectives
- Manage day-to-day activities across marketing platforms including social media, email, paid media, SEO, and content marketing
- Monitor and analyse campaign performance, preparing regular reports and suggesting improvements
- Create compelling marketing materials including copy, visuals, and presentations
- Work with graphic designers, agencies, and content creators to deliver campaigns on time and within budget
- Conduct market research and competitor analysis to identify trends and insights
- Coordinate with sales and product teams to align marketing efforts with business goals
- Support event planning, product launches, and partnership initiatives
- Manage and mentor junior marketing staff as needed

ELIGIBILITY CRITERIA

- Bachelor's degree in Marketing, Business, Communications, or a related field
- 3–5+ years of experience in a marketing role, preferably in a senior or executive capacity
- Proven experience in managing successful campaigns (digital & traditional)
- Strong understanding of marketing tools and platforms (Google Ads, Meta Ads, HubSpot, Mailchimp, etc.)
- Excellent written and verbal communication skills
- Analytical mindset with proficiency in tools like Google Analytics, Meta Business Suite, etc.
- Ability to manage multiple projects and meet deadlines

PREFERRED SKILLS

- Experience in B2B or industry-specific marketing (e.g., education, tech, hospitality)
- Familiarity with basic design tools (Canva, Adobe Creative Suite is a plus)
- Understanding of CRM and automation tools

WHAT WE OFFER

- A dynamic and collaborative work environment
- Opportunities for professional growth and development
- Competitive compensation and benefits

Send your CV to recruitments@globaleducationplatform.com