



## **Pearson Clinical Assessment (EMEA and APAC) is looking for a**

### **Performance Marketing Specialist**

37.5 hours full-time

#### **About Pearson Clinical Assessment**

Pearson's Clinical Assessment offers internationally recognised products and services to meet our varied customers' needs. We concentrate on merging innovation with quality test design to develop increasingly more effective tools for children and adults, educators and clinicians. Our customers are found in a variety of settings, including schools, colleges, universities, and clinical settings (private practice, hospital/medical, prisons, clinics).

We have a comprehensive portfolio of research-based instruments assessments for psychologists, speech language therapists, occupational therapists, and related professionals that are valid, reliable and represent the highest technical quality in assessments today. These products include our gold-standard assessment contributions in cognitive/ability, memory, neuropsychology, behaviour, personality/psychopathology, achievement and speech/language. Noted brands include the Wechsler and Kaufman families of products, MMPI, BASC, CELF, and PLS.

#### **Your Opportunity**

The Performance Marketing Specialist reports to the EMEA Head of Digital Marketing and is responsible for leading the execution and optimization of our growth-based campaign and non-campaign initiatives to support maximization of ROMI across our paid media channels inc search, video, shopping, display (inc paid social).

You will work closely with the Customer Marketing Managers to advise and execute on paid media initiatives as part of their wider persona-based marketing campaigns, as well as the Content Managers to identify appropriate content pieces for search and social initiatives. You will also identify key performance based non-campaign solutions to support our always-on strategy, regularly monitoring and analysing data to identify key trends, in conjunction with the senior data analyst, to understand where to scale up/down as needed.

#### **Key Responsibilities**

- Manage all paid media channels and platforms and look for opportunities to expand on our existing always-on strategies through channel growth and/or acquisition of new cross-channel DSP solutions e.g SA360, DV360, CM360
- Identify and execute new non-campaign test and learn initiatives focused on driving acquisition and retention, including the development of newer paid media channels – video, display, and shopping
- Support the use of AI functionality to drive commercial growth e.g dynamic ad types and smart bidding strategies
- Utilise paid social platforms to better support lead generation, and the delivery of strong leads
- Together with our Content Managers, support our Customer Marketing Managers in terms of planning, implementation, and optimization of paid-media initiatives included in their persona-based marketing campaigns
- Work closely with the Senior Data Analyst to monitor and identify quantitative trends to understand where to scale up/down as needed to support budget efficiencies and commercial growth



- Manage the upkeep and maintenance of our paid social platforms, driving forward new always-on social initiatives to deliver continued awareness and consideration-based metrics
- In conjunction with the Senior Data Analyst, identify areas to develop our on-site tags and tracking capabilities (GTM), as well as gaps in reporting and attribution requirements
- Liaise closely with our US counterparts and global brand marketing team to stay abreast of global initiatives.

### **Competencies for Success**

- Bachelor's degree in marketing
- 2 to 3 years of work experience in a performance/growth/digital marketing role
- Excellent knowledge of Google Products – GAM, GTM, GA360, GA4 (SA360, DV360, CM360 is a bonus)
- Excellent knowledge of key social business manager platforms – Meta, LinkedIn, X (Twitter), inc Hootsuite and/or Sprinklr
- Excellent knowledge of Microsoft Products inc. Bing and Yahoo search advertising
- Strong experience managing paid media campaigns across search, video, display, and shopping
- Strong experience managing paid social campaigns as well as clear knowledge of different ad types, and how/where to use depending on objectives
- A data-driven and commercial mindset
- Analytical thinking
- Strong ability to collaborate and build relationships with multiple stakeholders across different countries and languages
- Excellent written and oral communication skills
- Proficient in English.

### **Are you interested?**

Do you recognize yourself in the profile and does this position seem challenging to you? Then apply as soon as possible by sending your resume **and cover letter** to: [recruitment.peb@pearson.com](mailto:recruitment.peb@pearson.com). Want to know more about us? Visit our website <https://www.pearsonclinical.nl/>

You will hear from us within 2 weeks of your application whether you will be invited for an interview. CVs and e-mails that we receive are treated confidentially. We will delete all personal data no later than 4 weeks after completing the application process. For more info see also GDPR.

- All applications are treated equally and with respect to content; anonymous applications are appreciated
- We look beyond (validity of) diplomas
- Would you like to say something about how this vacancy can be made more inclusive? We would love to hear it.

**Acquisition in response to this advertisement is not appreciated.**