

At Scholly, our mission is to help students pay less for college. Today, we do this with a suite of apps that help students win scholarships, write better essays, and improve their test scores. Our flagship app, Scholly Search, has been downloaded more than 3 million times and helped students win more than \$100 million dollars in college scholarships.

The Marketing Manager's goal is to increase Scholly's student customer base through paid ads, email marketing, push notifications, social media, and more.

As Scholly's Marketing Manager, you will work with the Head of Marketing to manage:

Paid ads — You'll optimize ad spend across platforms, campaigns, audiences, and ad creative to drive more students to the Scholly Platform. Paid ad platforms include Facebook, Instagram, Google, LinkedIn, Tik Tok, Taboola, Outbrain, and more, and we'll look to you to implement tests on paid channels we haven't utilized in the past.

Email + push notifications — Tens of thousands of students download Scholly every month, but this is only the beginning of our students journey. You'll optimize our email and push notifications in an effort to nurture, educate, and convert. Success will depend on creating and optimizing student segments that ensure every student who engages with Scholly receives the content most valuable and relevant to them.

Social media — You'll engage with the Scholly community on social media and ensure our accounts are cohesive and on-brand. We're not looking to have the biggest following or the most likes (we'd rather put our energies into helping students win millions in scholarship money every month), but do want to provide students with consistent and quality content on the platforms they use most, including Instagram, Facebook, YouTube, Twitter, and more.

A/B tests — You'll always be testing in an effort to ensure every marketing campaign we run provides us with actionable learnings and opportunities for optimization. We're not seeking a Digital Marketing Specialist who is always right, we're seeking a Digital Marketing Specialist who is always testing to find out what's right (and then launching a new test to find out if something could be done even better).

Reporting + analysis — You'll monitor and analyze the performance of our marketing initiatives through native ad platform dashboards and tools like AppsFlyer, Google Analytics, AppFigures, and more. Where tools and ways to measure ROI are not in place, you'll recommend new tools and processes for measurement of marketing effectiveness.

You're a great fit for this role if:

- You have 3+ years of experience marketing a service (B2C or B2B) or app
- You're experienced with Facebook Ad Manager and Google Ads

- You're experienced with a major email marketing platform, be it Drip (our email marketing platform), HubSpot, Marketo, ActiveCampaign, or Intercom
- You're eager to take on an impactful role and not afraid to fail
- You're confident in your abilities and accountable for your work
- You thrive with limited direction and don't wait for others to tell you what to do

Why should you work at Scholly?

In this position, you'll have the option to work from our head office in Los Angeles, CA or anywhere in the United States you want. Our compensation package includes:

- Competitive Salary
- Medical, Dental, Vision, Disability and Life Insurance
- 15 Days PTO
- 19 Paid Holidays
- 401K
- Weekly team activities, including: lunches, outings, movies, museums, etc.
- Stocked mini-kitchen with drinks, snacks and fruits
- Free Parking
- Lunch & Learns