

# KC Overseas education



## ABOUT US

KC Overseas, a pioneer in overseas education with global tie-ups and national presence, is a one stop solution for all international educational needs. We help bring overseas education within reach of Sri Lankan students through our extensive experience of over two decades in the industry. We are authorized representatives of over 700+ Universities across 29 countries worldwide including the most sought-after academic destination for international students such as USA, UK, Australia, Canada, Ireland, New Zealand, Singapore, Europe and a long list to add on. We are seeking a Digital Marketing Manager / SECO, PPC, Social Media Executive with an outgoing and enthusiastic personality who is willing to work in a dynamic commercial environment.

## DIGITAL MARKETING MANAGER:

- Social media strategy and management inclusive of blog posts, forums, Instagram, Facebook and newsletters.
- Write blogs, social network messages & collaterals
- Conduct keyword research & selection for pay-per-click campaigns & SEO
- Monitor SEO results & ensure continued high rankings
- Provide ongoing support to all SEO initiatives including reporting, market analysis & optimisation recommendations
- Make strategic PPC campaign recommendations
- Utilise bid management tools and data modelling to maximise the effectiveness of PPC campaigns
- Monitor campaign results, analyse key metrics & optimise click-through and conversion rates
- Optimise landing pages for search engine quality score

## CANDIDATE REQUIREMENTS:

- Strong English communication skills (spoken & written)
- Minimum 1 year of search engine optimisation & pay-per click experience
- Experience of conducting social media campaigns to generate leads and brand awareness essential
- Good knowledge utilising Google AdWords
- Ability to perform research, analyse websites, document changes, & make decisions regarding optimisation

Our offices are based in Rajagiriya. The successful candidate will be offered a competitive salary package depending on experience and may be given option to work remotely from home. Please forward your CV to [directors@kcseas.lk](mailto:directors@kcseas.lk).

## Global Accreditations & Recognitions

