

Role Profile Digital Marketing & Performance Manager

Location: Switzerland

Department: Admissions & Marketing

Reporting To: Head of Admissions & Marketing

COGNITA

What you'll be doing

Role purpose

To lead and optimise digital marketing performance across a portfolio of international school brands, generating high-quality admissions enquiries through paid media, website optimisation, SEO/GEO and data-driven campaign execution, while strengthening visibility across traditional and AI-driven search environments.

Key responsibilities

- Manage and optimise digital performance marketing channels to drive qualified admissions enquiries.
- Own website, landing page and conversion performance across the school portfolio.
- Improve organic visibility through SEO and emerging GEO practices.
- Analyse performance data, manage budgets and deliver actionable insights.
- Coordinate and deliver digital campaigns aligned to school positioning and recruitment priorities.

What you will be doing

Digital Marketing Campaigns

- Plan and manage Google Ads and Meta advertising campaigns across the school portfolio.
- Develop school-specific campaign structures aligned with each school's positioning and recruitment priorities.
- Define targeting strategies, audiences and campaign structures.
- Write and test ad copy in English and German.
- Monitor campaign performance and continuously optimise cost per enquiry and lead quality.
- Manage allocated digital campaign budgets and recommend budget adjustments based on performance.
- Use AI tools where appropriate to support campaign planning, audience development, copy testing and performance optimisation.

Website Performance and Conversion Optimisation

- Manage the marketing performance of the group's school websites.
- Conceptualise and optimise campaign landing pages and enquiry journeys.
- Analyse user behaviour and identify opportunities to improve enquiry conversion.
- Help ensure the group's websites and landing pages are structured and maintained to support visibility, discoverability and conversion across both traditional search and emerging AI-driven search environments.
- Coordinate implementation of website improvements with technical partners.
- Apply data-driven and AI-supported methods to help identify opportunities for website and content improvement.

SEO, GEO and Organic Visibility

- Identify SEO opportunities aligned with each school's programmes and target audiences.
- Improve organic visibility for key admissions-related topics.

- Optimise website content for both traditional search engines and emerging AI-driven search and answer engines (GEO – Generative Engine Optimisation).
- Support development of website content from an SEO and conversion perspective.
- Coordinate implementation of SEO improvements across the websites.

Analytics, reporting and budget management

- Track enquiry sources and digital campaign performance across channels.
- Maintain marketing dashboards and performance reports.
- Analyse channel performance and derive practical optimisation recommendations.
- Monitor digital media spend against plan and support performance evaluation and forecasting.
- Contribute to budget planning for digital marketing activities across the school portfolio.
- Use AI tools where appropriate to support analysis, reporting and workflow efficiency while ensuring sound judgement and quality control.

Campaign Planning and Cross-Team Coordination

- Support marketing campaigns such as open days, enrolment campaigns and programme launches.
- Coordinate digital campaign implementation with other involved team members.
- Ensure campaigns reflect the positioning, curriculum and audience of each school.
- Contribute to the continued development of digital marketing processes during the initial contract period and beyond.

Safeguarding Responsibilities

- To comply with safeguarding policies, procedures and code of conduct.
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing.
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy.
- To engage in safeguarding training when required.

What you'll bring

Essential	Desirable
Skills • Strong understanding of digital and performance marketing channels. • Proven ability to analyse campaign data and derive practical optimisation actions. • Experience managing Google Ads and Meta campaigns. • Ability to manage multiple campaigns, channels and priorities simultaneously. • Confidence managing and monitoring digital marketing budgets. • Structured, reliable approach to planning and execution. • Familiarity working with websites, landing pages and conversion optimisation. • Ability to translate marketing strategy into effective campaign execution. • Confidence working with external developers, agencies and technical partners. • Practical, quality-conscious use of AI tools to improve efficiency and performance.	Skills • Understanding of how search behaviour is evolving due to AI-driven search and answer engines. • Ability to optimise content for AI-generated discovery environments (GEO).
Qualifications • Relevant professional experience in digital marketing, performance marketing or a comparable role.	
Experience • Several years' experience in digital or performance marketing. • Hands-on management of Google Ads and Meta advertising campaigns. • Experience with website performance, landing pages and enquiry journeys. • Practical understanding of SEO fundamentals.	Experience • Experience in education, international organisations or service-oriented sectors. • Practical experience with Generative Engine Optimisation (GEO).

- Experience tracking enquiry sources and maintaining performance reports.
- Experience managing or monitoring digital campaign budgets.
- Practical experience using AI tools to support marketing analysis, planning or optimisation.

Languages

- Excellent written and spoken English and German (minimum C1 level).

Key Stakeholders you'll be working with

- **Internal:** Head of Admissions & Marketing, Marketing & Communications Manager, Admissions teams, School leadership teams.
- **External:** Digital agencies, Website developers and technical partners, Media and marketing platform partners.

To be signed and dated by employee:

Signed:

Name (print):

Date:

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