



Lingoda GmbH

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Senior Website Manager (all genders) 

Deutschland · Vor 1 Woche · 35 Bewerbungen

💼

 Remote · Vollzeit · Management

🏢

 201–500 Beschäftigte · E-Learning

✓=

 Kenntnisse: A/B-Test, Content-Management-Systeme (CMS), +8 weitere

Bewerben

Speichern

Details zum Jobangebot

Speak our language!

We are Lingoda. Our mission is to build bridges around the world through language learning.

Lingoda is a fast-growing online language partner for language learners aspiring to provide a human-centric, personalised and seamless learning experience unmatched by competitors. With Lingoda, you're not just learning - you're teaming up with an expert who understands your goals and guides you to success, every step of the way.

Our classes are teacher-led, and supported in- and out-of-class by the latest technologies and a unique curriculum to empower our students to achieve their language goals. High-quality classes are available online 24/7, so anyone anywhere has the opportunity to learn a language with Lingoda.

As a company we bring out the best in people with a positive culture. We challenge ourselves, and we challenge others. We work smart and make it happen. We believe in personal growth and inclusion.

We work hard to contribute to a better society. How? Here are three examples:

• Lingoda's MATCH network and Global Career Centre seek to upskill and match migrants to career opportunities in Germany, supporting them through government-funded education programs

• In the German healthcare sector, we support international nurses, doctors and midwives to obtain language and professional recognition through state-sponsored education programs. As a result we have become one of the largest educational providers in this field in Germany

• In December 2022 at the Digital Education Awards, we won "Best Digital Learning Product of the Year" and in 2024, Lingoda was included in The Time's list of the 100 best EdTech companies

The Web Team is part of the Creative & Marketing Operations Team, the in-house agency of Lingoda, developing and executing creative concepts and assets for all communication topics. The range of projects varies in scale and type e.g. 360 digital campaigns. The team works across all Lingoda markets.

We are currently looking for a **Senior Website Manager (all genders)** based in Berlin or working remotely.

Your mission with us:

As a Senior Website Manager at Lingoda, you will be a key leader for the global [lingoda.com](https://lingoda.com) website, driving higher visitor engagement and conversions to help us achieve our goals of attracting more students to try our products and services.

You will oversee the management and optimization of our WordPress-based CMS. Collaborating with our design, copy teams and external development partner, this

role demands a blend of CMS expertise, strategic insight, and hands-on tech leadership to ensure our website is helping to drive our growth.

Your tasks:

- **Deliver Key Projects:** Deliver a diverse range of web projects to improve the quality, user experience, technical implementation and security of our marketing website
- **CMS Management:** Lead the administration and maintenance of our WordPress CMS, ensuring it's secure, up-to-date, and optimised for performance
- **Content Deployment:** Collaborate with the content team to streamline workflows for content publishing, updates, and management across the site
- **Customization and Development:** Work hands-on and with our external development team to implement new features, customizations, and integrations that enhance user experience and site functionality. Examples include small web components, full web pages, and multi-page funnel flows with user state
- **Coordinate with External Development Team:** Maintain effective communication with external developers and manage their workload from brief to final delivery, ensuring efficiency and quality of execution
- **A/B Testing:** Collaborate with our CRO Manager to build, launch and manage server-side A/B tests
- **SEO and Performance Optimization:** Ensure the website is optimised for search engines and continuously improve load times, mobile responsiveness, and overall performance
- **Analytics and Reporting:** Track and analyse site performance metrics, generating insights to inform ongoing improvements and strategic decisions
- **Team Mentoring:** Provide guidance and mentorship to junior team members and manage relationships with external developers and agencies

You bring to Lingoda:

- Minimum 5 years of experience working with WordPress, including custom themes and its entire environment
- A proven track record of success with a high-growth B2C company with 10,000's unique visitors per month
- Good understanding of A/B testing
- Good understanding of localisation of global websites
- You have experience with HTML, CSS, PHP, JavaScript and TypeScript
- Good knowledge of GA4 and GTM
- You are well versed in technical SEO website implementations and best practices
- Good understanding of page load performance and caching techniques
- Experience working with project management tools such as Jira and Asana
- Nice to have - CloudFront, Github

You add to our culture with:

- You are a problem solver and don't wait to be given all the answers
- You are proactive and take ownership of your projects and your own development
- You are structured and have the ability to manage multiple ongoing projects while well managing your own time
- You are an excellent communicator
- You are not afraid of complexity and problem-solving
- You love working in an international environment, also together with Creatives
- You are open to feedback to consistently improve quality and skill set

What you can expect from Lingoda:

- Approachable leaders and transparent communication - every voice counts at Lingoda!
- Company events and colleagues who are always happy to socialise + budgets towards team building events!
- An inclusive environment with great team spirit and passion for languages
- A well-structured and exciting onboarding process to set you up for success!
- The possibility to work remotely from your home or in the office located in the heart of Berlin
- Education funds because we want to see our people grow
- **Free access** to our language classes
- Mental Health programs
- Corporate benefits & pension funds
- 28 vacation days per year
- Free snacks & drinks at the office
- The modern hardware necessary for your work (n/a for freelancers)
- Flexible working hours

Does that sound exciting? Then, send us your CV right away!

We are looking forward to hearing from you!

Your contact person for the position is Viktoria.

Lingoda is dedicated to promoting diversity and inclusion in the workplace. As an equal opportunities and affirmative action employer, we strive to create a workforce that reflects the diversity of our user base. Our commitment ensures that every applicant is assessed on the basis of their skills and qualifications, regardless of age, gender identity, ethnicity, sexual orientation, disability, or religion.

We ask that you please apply directly via the link provided in the job description or directly on our website. Due to GDPR regulations, applications sent otherwise will not be considered.

Please note that if you are based outside of Germany that only a freelance contract can be offered. All our contracts whether freelance or regular German employment contract start on a 2 year time period.

Weniger anzeigen ^

Benachrichtigung für ähnliche Jobangebote einrichten

Website-Manager, Deutschland

Benachrichtigung einrichten

Qualifikationen

4 Kenntnisse passen zu Ihrem Profil. Fügen Sie weitere Kenntnisse hinzu, um sich von anderen abzuheben.

Kenntnisse, die der:die Jobinserent:in hinzugefügt hat

- 4 Kenntnisse auf Ihrem Profil  
A/B-Test, Cascading Style Sheets (CSS), Content-Management-Systeme (C...
- 6 Kenntnisse fehlen auf Ihrem Profil  
Internet-Content-Texterstellung, PHP, TypeScript, Web Projects, Webseiten ...

Zusätzliche Kenntnisse bei Bewerber:innen

- 7 Kenntnisse, die andere Bewerber:innen haben  
Projektmanagement, Webentwicklung, Digitales Marketing, Google Analytics...

Details zur Qualifikation anzeigen →

Bei einer Bewerbung zählt der erste Eindruck

Lassen Sie Ihren Lebenslauf von einem Profi überprüfen.

Profi beauftragen

Finden Sie heraus, wie Sie im Vergleich zu anderen Bewerber:innen abschneiden

Bewerbungen um diese Stelle

35 Bewerbungen  
3 Bewerbungen am vergangenen Tag

Karrierestufe von Bewerber:innen

15 Bewerber:innen mit der Karrierestufe Berufserfahren

11 Bewerber:innen mit der Karrierestufe Berufseinsteiger

5 Bewerber:innen mit der Karrierestufe Manager

1 Bewerber:in mit der Karrierestufe Director

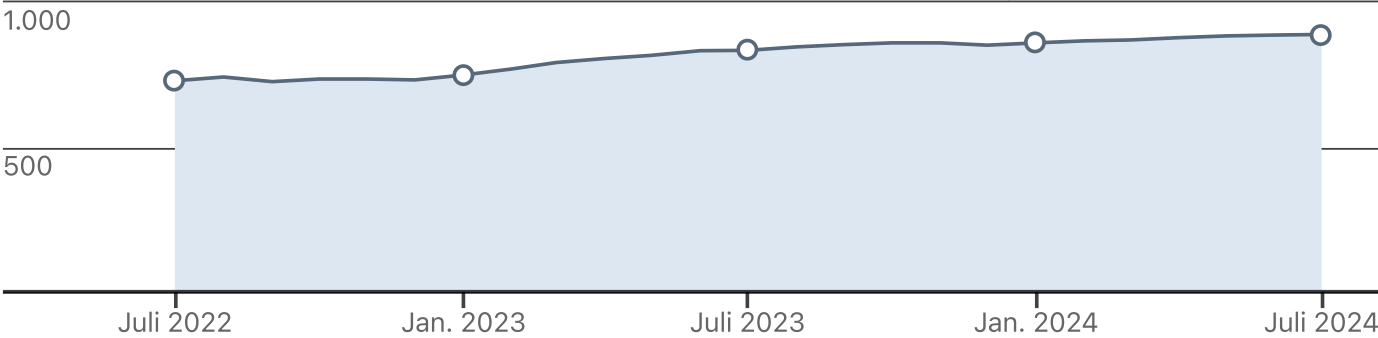
Ausbildungsstufe von Bewerber:innen

- 71 % mit Abschluss Master of Business Administration
- 14 % mit Abschluss Executive Master of Business Administration
- 14 % mit Abschluss Bachelor of Business Administration
- 1 % haben andere Abschlüsse

PREMIUM Finden Sie heraus, ob Lingoda GmbH Personen mit Ihrem Profil einstellt

Die aktuellsten Einstellungstrends.

889 Beschäftigte insgesamt    22 % Unternehmensweit Wachstum in 2 Jahren    62 % Marketing Wachstum in 2 Jahren



Beschäftigungsdauer (Median) · 2,3 Jahre

Lingoda GmbH stellt Kandidat:innen von einigen dieser Unternehmen und Hoch-/Berufsschulen ein

Neue Beschäftigte im Bereich Marketing bei Lingoda GmbH kamen von diesen und anderen Unternehmen.



Weitere Unternehmen anzeigen

Neue Beschäftigte im Bereich Marketing bei Lingoda GmbH kamen von diesen und anderen Hoch- und Berufsschulen.



Weitere Hoch-/Berufsschulen anzeigen

Weitere Premium-Einblicke anzeigen

Über das Unternehmen



Lingoda GmbH  
33.700 Follower:innen


+ Folgen

E-Learning · 201 bis 500 Beschäftigte · 889 auf LinkedIn


Lingoda is an online language school building bridges around the world through language learning. Founded in Berlin, Germany in 2013, we offer online language courses in German, English, Business English, French and Spani: ... Mehr anzeigen

Mehr anzeigen


Weitere Jobs




**Senior Website Product Manager (m/f/d)**  
IU Internationale Hochschule  
Deutschland (Remote)

 Aktiv auf Personalsuche


Vor 6 Tagen




**Configuration Manager (m/w/d)**  
top itservices AG  
Magdeburg, Sachsen-Anhalt, Deutschland (Remote)

 Aktiv auf Personalsuche


Vor 30 Minuten

 **PREMIUM**


Eignen Sie sich mit diesen Kursen Kenntnisse an und landen Sie einen neuen Job.



**Webdesign und Webprogrammierung - Grundlagen**



**Web Components lernen**



**SEO in WordPress – Grundlagen**  
  
2.120 Nutzer:innen

**Mehr auf LinkedIn Learning**

Sie stellen ein?

Anzeige aufgeben