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Senior CRM Specialist

Lingokids

Madrid 28010 ES

3 months ago

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Lingokids is a global leader in educational technology, helping over **160 million families** worldwide raise amazing kids through **Playlearning™**—our unique approach that blends education with play. Our mission is to empower children with modern learning experiences, combining educational subjects with essential life skills to help them grow into confident, conscious, and resilient lifelong learners.

Beyond our award-winning app, we've built a **multi-platform educational universe**, including our “**Baby Bot**” and “**Baby Bot's Backyard Tales**” **Shows , Podcasts, and Music Publishing**. Our content, developed in collaboration with top education experts and Oxford Press University, ensures an engaging, high-quality learning experience in a **safe, ad-free environment**. This dedication to excellence has earned Lingokids multiple industry awards across app, podcast, and video categories, including **Best Original Learning App by Kidscreen Awards, National Parenting Product Awards by NAPPA Awards, and Best Parenting Product by Good Housekeeping**, among many others!

If you want to be part of a team that's redefining the future of education, we would love to hear from you!

To help us on this mission, we're looking for an exceptional **Senior CRM Specialist** to join the **Customer Experience** team.

Are you ready for Playlearning?™

As a **Sr. CRM Specialist**, you will play a key role in delivering an outstanding user experience through email, push, and in-app message channels, with the goal of **increasing engagement and converting visitors into new customers to our product**.

The whole **Marketing department** consists of around 30 people, working in cross-functional teams with the Product and Data department.

Responsibilities

- The Sr. CRM Specialist will be responsible for building, developing, and optimizing experiences in our Marketing Automation tool (Braze). This is a fundamental role to us because it's a **powerful way to enhance our customers' experience, establish long-term and profitable relationships with Lingokids customers, and communicate with the right person, and the right message at the right time**.

The most challenging and exciting responsibilities for this role are:

- Analyze user behavior, segment and build strategies to maximize conversion rate from free user to paid customer.
- Build, develop, and execute marketing and editorial campaigns in our Marketing Automation platform (Braze).
- Implement tests (a/b or with control group) in the system and make sure these are followed up and that learnings are implemented in future campaigns
- Manage the quality assurance processes for email marketing, push, and in-app messaging by ensuring the copy, images, and links are functional and effective
- Monitor communications, do error handling and problem solution
- Work with Designers to provide innovative and responsive creative solutions for our marketing campaigns, and ensure all outputs meet brand guidelines
- Contribute to weekly and monthly reports supporting the whole team with commentary and suggestion for improvement and optimization
- Coming up with creative ideas, preparing proposals, overseeing the production process & execution and reporting the results to the relevant people
- Keeping on top of the latest industry trends and competitor analysis to ensure you are generating fresh ideas for new campaigns to to drive the health & performance of the customer database

Desired experience

- At least 5 years experience in Marketing Automation, executing campaigns in CRM/campaign management platforms (Ideally Braze).
- Have previously created and executed AB and/or multi-variate tests.
- Ability to analyse data to monitor campaign results and key performance metrics.
- A data driven mind-set where you always test, learn and improve the customer experience and campaign result.
- The ability to demonstrate excellent planning skills and communicate with a number of audiences across multiple channels.
- At least basic knowledge in HTML & CSS.
- Are curious and playful, you are not afraid of tough challenges and confident enough to share your views.

**English is a must.** We are a multicultural team, and we are providing a service in English so, we don't care about certificates, but we expect you to be able to communicate fluently.

You should feel equally comfortable communicating in long-form writing. We have become a fully remote company so, we believe that being articulate in both spoken and written long-form asynchronous communication is key to working efficiently together.

Experience working closely with non-technical stakeholders to refine requirements and bring them to life is a must.

Life at Lingokids

🏡 Remote working within Spain

We have a remote-friendly culture, with flexible work setups between our beautiful offices in Madrid, Málaga and Barcelona, and your cozy casa. Office attendance? Your presence in the office is optional, empowering you to choose where you work for optimal productivity.

📈 Stock options

Joining Lingokids means you can choose to own part of the company. You're invested in our success and we want you to know that we're invested in yours, too.

🌱 Career growth

We believe that we only get better together. Our strong feedback culture creates an ideal environment for professional growth and, to keep your knowledge fresh, we offer €2000 a year for books, conferences, and training. Feel like something's missing? Just ask!

💬 Language lessons

At Lingokids, learning is what we're all about! That's why we offer free language classes so you can brush up on your Spanish, English or Portuguese ¡Qué excelente!

🏥 Health Insurance

We want you to be happy and healthy at work and get the care you need when you're not—so we offer optional health insurance through Adeslas at competitive rates.

🧠 Mental Health Support

We offer 3 free [TherapySide](#) sessions to help you always feel at your best, both personally and professionally.

🍽️ Flexible compensation

We use [Cobee](#) to roll your monthly meal and transport expenses into your payroll.

🍴 Meal allowances

Every month we'll drop a tasty €60 onto your Cobee card to spend on restaurants and food delivery services. Honestly, there's no big reason why. We just want you to enjoy some good grub.

🏠 Home office setup

Want your work-from-home setup to start living its best life? We've got you covered with a €400 allowance to put together an ergonomic place, plus an extra €35 each month for remote work expenses.

🌐 Visa sponsorship

Need a visa to work in the EU? We'll guide you through the visa process and cover the costs, making your move as smooth as possible.

Don't be a stranger

Not ticking all the boxes for this particular role? We'd still love to hear from you! We're on the hunt for someone who's passionate about our mission, not someone who's perfect on paper.

Diversity, Equity, and Inclusion

Lingokids is committed to creating an equitable and inclusive environment where people from all backgrounds can thrive. We believe diversity fuels our innovation. Every day, we teach kids about the

strength found in differences and this remains a value that is core to our Playlearning™ approach.

We'll consider all applications for employment without regard to race, color, religion, gender identity or expression, sexual orientation, national origin, disability, age, or veteran status.

Create Your Profile — Game companies can contact you with their relevant job openings.

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