



**Growth Marketing Analyst (all genders) | Marketing Analyst (all genders) | Growth & Marketing Analyst (all genders) | Senior | Spain (Working from Home) | Full Time (40h/week)**

## About Us

At eduki, we believe that supporting teachers leads to the best possible lessons, the best possible schools, and the best possible education. That's why we built a platform where teachers can find and share high quality, ready-to-use teaching materials. We offer both printable and digital resources for all school types, subjects, and grade levels. Whether it's for a last-minute lesson or long-term inspiration, we make it easier for educators to feel confident and prepared.

eduki is used by more than 2 million teachers internationally who download more than 100.000 teaching resources a day. That's where your impact begins. **Join us!**

## Your Impact

As a **Senior Growth Marketing Analyst (all genders)**, you will play a critical role in transforming eduki into a truly data-driven marketing organization. You will be responsible for driving insights that directly shape our multi-channel marketing strategy across different markets. Your key responsibilities include:

- **Marketing Performance & Optimization:** You lead cross-channel performance analysis (Paid Search, Paid Social, SEO, CRM, Organic Social, Author activity, and Direct Traffic), identifying trends, patterns, and actionable opportunities to improve efficiency and ROI.
- **Data-Driven Decision-Making & Reporting:** You develop and own marketing dashboards, establish key metrics, set up and maintain user segmentation, and provide leadership with actionable insights on market trends, user behavior, and budget allocation.
- **Paid Marketing & Testing Strategies:** You set up and constantly improve our target measurement framework, optimize platform data signals (e.g. Google Ads, Meta), and establish best practices for experimentation, audience targeting, and feed management.

- **Attribution & Data Tracking:** You advance first-party data-driven attribution models and ensure end-to-end accuracy in data tracking across all marketing activities, owning tracking architecture, tooling, and data integrity.

## Your Skills and Expertise

We are searching for a **strategic marketing thinker (all genders)** with strong technical depth - someone who can both analyze *and* influence. To succeed in this role, you should check the following boxes:

- You have **significant experience in marketing analytics** within a tech environment.
- You are an expert in **SQL, Google Analytics, and data visualization tools** (e.g. Looker).
- You have a **deep understanding of marketing strategy**, campaign optimization, and channel performance.
- You demonstrate expertise in **marketing attribution models, UTM structures, tag management, and end-to-end performance tracking**.
- You possess **strong communication and stakeholder management skills**, translating complex data insights into actionable business strategies.
- You are experienced in **funnel analysis, competitive analysis, and growth strategies** to guide decisions across channels and markets.

Please note: Due to legal restrictions, **we can only hire candidates living in and owning a valid work permit for Spain**. eduki is a registered employer in **Spain**, and you will receive a direct work contract with us according to **Spanish** work law.

## Our Commitment to You

**Attractive Compensation Package:** The **total compensation for this role is up to 66.000 EUR per year** and consists of a fixed salary and a VSOP (Virtual Stock Options Program) package. Depending on your skills and competencies, as well as your individual performance, the **gross annual salary will range between 37.000 EUR and 47.000 EUR**.

**Growth Opportunities:** At eduki, you will find an exciting job opportunity within a profitable and fast-growing company. We prioritize action over perfection and view mistakes as opportunities for growth. Regular performance feedback sessions ensure that you receive constructive

insights into your work and progress.

Additionally, you will receive a **1,000 EUR development budget per year** to invest in your professional development goals.

**Working from Home:** We fully embrace a home office culture and want you to enjoy full flexibility by enabling you to set your own work schedule.

In addition to providing the necessary software and hardware, we offer a **500 EUR budget** that you can freely use to equip your home office.

Furthermore, you can **work from abroad for up to 90 days per year** with us!

**Employee Health:** Your well-being matters to us. To help you take care of both body and mind, we offer online yoga sessions and actively support mental health by allowing time for therapy or coaching sessions during your working hours. Take advantage of your flexible schedule to prioritise what you need, including your health!

**Team Building Events:** At eduki, we foster a **strong sense of community**. Whether virtual or on-site, you'll have opportunities to bond with your colleagues. Once a year, the entire team enjoys a **company-wide team event**, visiting new places and creating lasting memories together.

## Your Contact

Juliane  
Talent Acquisition Manager

[jobs@eduki.com](mailto:jobs@eduki.com)

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*At eduki, we value diversity and the unique contributions each person brings to our team. We foster an inclusive culture where respect and appreciation are essential. Don't worry if you don't tick every box, we're not looking for a perfect match on paper. We're excited about the unique qualities you bring to the table. Talents are considered regardless of age, gender, sexual identity, ethnicity, nationality, religion, or disability.*