

Position: Product Marketing Associate

Pay: Competitive Salary, Health/Dental/Vision, 401K/401K Matching, PTO, Stock Options

Company: Better Chinese, Inc (BetterChinese.com), a Better Learning Company

Availability: Immediate

About Better Chinese and Better Learning

Better Chinese is the leading EdTech for Mandarin education. Our mission is to build a multilingual and multicultural world. We have been pioneering Mandarin education for K through college. We were the first Chinese learning iPad app that embedded teaching strategies, the first K-8 holistic immersion curriculum for US schools, the first to have our Chinese curriculum be adopted by 9 US states, and the first to create a completely story-based college curriculum.

Our exemplary customers include Stanford University, Boston Public Schools, Los Angeles Unified School District, New York City Department of Education, Compton Unified School District, etc.

Starting 2022, we are excited to be part of Better Learning corporation, which helps learners level and organize their learning through its patented methods, and with a subsequent patent-pending method for connecting learners through big data, Better Learning is poised to revolutionize learning in this connected digital world.

About Product Marketing Associate

As a Product Marketing Associate, you will understand the value system as well as the user experience to activate existing users by learning more effectively and more frequently. You will also identify with our Head of Schools and Product Manager to better market our products to key segments. You need to be able to communicate effectively and work with designers and key stakeholders to make our messages direct and crisp. Your key metrics are engagement and activation and you will be helping to foster a strong bond for the learners during their learning journey with us.

What would I be doing?

- Work closely with Product Manager to design better learning experiences (teaching our customers how they can learn better) as well as activating new key segments
- Drive learning results and engagement
- Drive activation and conversion
- Track product usage and effectiveness through data, research, and regular interaction with customers and stakeholders
- Smile and Try. Learn and relearn. Tool and retool. Fall down and get back up. Till our learners cry "Relentless, personalized, fun Better Learning app, I must have you!"

What qualifications should I have?

- 2+ years of experience working in product marketing in B2B and B2C space
- Phenomenal communication skills
- ... Phenomenal creativity
- Phenomenal attitude
- Proven record of marketing successful products and passion for customers, solving problems, and continuously finding ways to improve learning through our products and services
- Analytical ability to make decisions with data, customer feedback, trends, and competitor activities
- Second language learning experience helpful, Mandarin



Applicants **SHOULD** submit a resume and cover letter with salary requirements by sending an email to jobs@betterchinese.com. Submissions without a **cover letter will not be considered**. Please note that you will only be contacted if selected for an interview.