

## Performance Marketing Manager

### About the role

This role is vital in developing, managing and executing all digital acquisition and demand generation campaigns. We are looking for an ambitious and passionate performance marketing manager who can take the business lead generation strategy to the next level.

### Key responsibilities:

- Manage and develop performance marketing strategies that drive growth.
- Explore opportunities for testing across channels such as paid search, SEO, display, affiliates.
- Optimise and grow campaigns, considering KPIs such as CPA, volumes, ROI etc.
- Use analytics to provide insight into customer behaviour and improve on the company's core KPIs.
- Develop and execute the email marketing campaign, working with a wider team for best-in-class content that drives significant performance with existing customer base to increase LTV.
- Create new campaigns and performance marketing test & learn - you'll have a lot of freedom to execute your own ideas!
- Run experiments every day, including A/B and multivariate tests across all channels to continuously improve and optimise for success.
- Develop and implement testing strategies to improve conversion rates, including landing page optimisation.
- Implement new processes and develop solutions that provide useful insights.
- Be responsible for updating, analysing and reporting on performance metrics including CPM, CTR, CVR and CPA, sharing insights across all campaigns with clients and working with wider team to propose recommendations for ongoing optimisation.
- Management of the media sales email schedule across the group.
- Management of content marketing and syndication platforms.
- Management of the company's Organic/Paid Search, Paid Social and Display Network.
- Working with developers to create new campaigns and website sections along with widgets for promoting lead-gen or affiliate revenue.
- Generate weekly and monthly performance reports.

### What you will need:

- 2-3 years' experience in a similar role within a commercial organisation.
- Track record of driving performance within a high growth organisation.
- Strong experience of running performance marketing campaigns across social media, search, email, display including remarketing, and affiliates.
- Experience with Content Management Systems and Marketing automation platforms.
- Obsessed with optimisation and automation.
- Ability to work autonomously and "get stuff done" - you take ownership of the vision and can figure out how to execute against it.
- Personable and great at building constructive relationships.
- Strong project management skills – delivery on time and within budget.
- Strong analytical skills and an eye for detail and accuracy.
- Ability to problem solve and suggest solutions.

- Ability to work on own initiative as well as a strong commitment to team working and collaboration.
- Confident and mature approach to communicating at all levels and across departments.

If you wish to apply for the position, then please send your CV to: [agnes.mkpeti@bonhillplc.com](mailto:agnes.mkpeti@bonhillplc.com)