



# Example of Performance Marketing Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of performance marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for performance marketing

- Directly interact with senior stakeholders and help them to improve their performance
- Lead and improve key aspects of marketing operations
- Lead and assist in facilitating key processes of the marketing function, from budgeting to long-term strategic planning
- Direct exciting analyses to solve thorny e-commerce problems and provide/implement actionable recommendations to improve how we operate
- Bring scientific rigour, entrepreneurial thinking, and a business mindset to design and analyse marketing experiments that tell actionable stories with data
- Work with marketers to ensure the right experiments maximise our learning and lead us down a path of continuous improvement of key marketing metrics (CPA, CLV and beyond, in a world of complex multi-touch attribution)
- Lead the development of tooling and automation machines to maximise the hourly, daily or weekly impact across all marketing channels
- Be creative in identifying and quantifying opportunities for big acquisition, engagement and retention impact – cutting across both the conventional marketing breakdown (paid, social, SEM, CRM, mobile, TV,...) and broader product opportunities
- Take responsibility to feed back requirements/needs of marketing in a structured way to engineering teams

## Qualifications for performance marketing

- Experience working in a marketing role or within a sports organization is a plus
- 3 - 5 years experience working directly with digital or broadcast media, or digital media/ ad buying platforms, or as an account manager in a relevant agency or client-side role
- Experience in/around a start-up or mobile culture a plus - you can adapt to quick changes within both the company and mobile industry
- Engineering//Business background
- Fluency in verbal and written communications in English and Portuguese
- Experience working in a BtoB environment in a sales, marketing or related role