

Performance Marketing Specialist

Babylonstoren has an opportunity for a talented performance marketing specialist to join the e-commerce team.

Requirements

- Bachelor's degree or equivalent in marketing or data analysis.
- Experience in performance marketing for an e-commerce business.
- Experience using Google Looker Studio, Tableau and Hubspot.
- Demonstrable experience as a paid media specialist.
- Track record of producing data-driven insights and recommendations to achieve marketing goals.
- Experience using GA4, GTM, Google Ads, Meta Ad Manager, and TikTok ads.
- Good working knowledge of data analysis and visualisation (preferably on Looker Studio and Tableau).
- Proficiency in using Microsoft Office suite.
- Fluent in English and Afrikaans.
- A high level of attention to detail and great organisational skills.
- Ability to prioritise and work in a fast-paced environment with competing deadlines.
- Ability to work cross-functionally and with a wide range of individuals with different skill sets.
- Passion for retail, e-commerce, and digital marketing, and eagerness to grow, learn and develop skills in the field.

Responsibilities

Performance marketing:

- Take ownership of the online store's presence and performance across paid search, programmatic display and paid social channels.
- Work with marketing and creative teams to drive content creation for paid media channels.
- Fully manage campaigns on relevant self-service paid media channels and guide strategy in areas where media buying is required.
- Effectively utilise the digital marketing budget, in line with marketing goals.
- Implement and manage a testing framework to launch and measure campaign experiments.
- Evaluate emerging technologies and channels and provide thought leadership in your field.
- Conduct keyword researches for ongoing optimisation of search campaigns.

Analytics & reporting:

- Responsible for tracking, analysing and reporting on the performance of digital marketing activities.
- Understand and interpret reporting results to draw meaningful conclusions from data and translate those into recommendations for future efforts.
- Assist with market research to analyse the competitive landscape, determine brand perceptions and identify new marketing opportunities.

- Provide actionable market and customer insights to address key strategic goals.

Experimentation & CRO:

- This role requires strong analytical skills to identify optimisation opportunities and the ability to develop and execute a testing and optimisation plan.
- Evaluate customers' online behaviour and provide insights and recommendations to improve website performance and the overall online shopping experience.
- Function as an important member of the team by supporting UX and CRO strategies with audience-centric recommendations for improving performance.
- Support strategy, execution, and measurement of A/B tests and CRO experiments alongside the e-commerce marketing team.
- Work with content creators to optimise landing pages, website calls-to-action (CTAs) and lead-generation forms.

Please send CV and salary expectation to recruitment@babylonstoren.com.