

Digital Performance Marketer

(Petaling Jaya, Selangor, Malaysia)

Are you always tracking performance and feeling motivated to hack for growth? Join us to have the opportunity to use your skills to make an impact in our client businesses from different industries.

About RA Marketing

Founded and lead by experienced media and marketing leaders, RA is a result-oriented marketing consulting firm. Our clientele spans across B2B and B2C industries and involves various media (digital and traditional), tools, and technologies. You will gain end-to-end experience in multiple facets of marketing from both agency and in-house marketing department point-of-views. We value talent and willing to invest in training. Join our growing team (200% growth YOY) and achieve your personal growth together with us.

Roles & Responsibilities

- Execute with minimal supervision strategic digital marketing campaigns on various digital platforms e.g. Google, Facebook, LinkedIn and any other paid digital marketing platforms for different industries.
- Able to recommend which digital platforms and how to set up and track the campaign to meet client's objective e.g. database acquisition, leads generation, e-commerce sales, etc.
- Understand the role of creative, messaging and audience in ad campaign and able to run A/B test to identify the right mix for optimum performance.
- Sensitive to numbers and willing to monitor performance metrics daily to ensure KPI and customer goals are met.
- Able to analyse performance metrics and make data-driven decisions to optimize performance i.e. minimize marketing spending and maximize ROI
- Prepare campaign reporting, highlight findings and provide insights to stakeholders.
- Collaborate with internal team (design, copy, SEO, tech) and external parties to ensure client expectations are delivered.

Requirements

- Minimum 2 years of full-time, hands-on campaign management experience on SEM, Display, and/or Facebook Marketing with proven track record.
- Advanced user for Facebook/Instagram Ads and Google Ads and Google Analytics.
- Experience in YouTube Ads, LinkedIn Marketing Solutions, TikTok for Business, Twitter Ads are definite plus points.
- Understand sales/ conversion funnel, CPM, CPC, CPA, ROAS. LTV.
- Analytical, systematic and KPI/ result-oriented.
- Detailed, able to multi-task and plan ahead for multiple deadlines.
- Always take initiative to learn about digital marketing trends, tools, competitive tricks.

Employment Benefits

- Remuneration package is based on experience and job market benchmarking
- Office starts at 9:30am, Monday to Friday only
- Young and fun culture with lots of learning opportunities
- Modern office with a spectacular view and cozy interior design
- Convenient location besides Asia Jaya LRT station and plenty of parking options
- Heavenly pantry with Nespresso machine, cooking station, variety of snacks and beverages
- General outpatient medical claim during probation, medical card after confirmation

Interested candidates may via email to hr@roseattractions.com the following documents with the subject: Application for Digital Performance Marketer Position

- (1) latest resume with recent photo
- (2) last drawn salary
- (3) expected salary
- (4) earliest commencement date / duration of resignation notice