

## Performance Marketing Analyst

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Company: Assembly

Location: Dubai

Category: healthcare-practitioners-and-technical

### Join Assembly - Ignite Business Growth!

We're a global brand performance agency with 1,500 talented minds in 26 offices worldwide! Fueling business growth is our passion, and we're seeking an **Performance Marketing Analyst** to join our team!

#### About Assembly Global:

At Assembly, we help brands find the change to fuel business growth. We are an award-winning global brand performance agency, that create unique data, technology and media solutions that enable faster and smarter problem solving and an inspired, collaborative workplace culture. Our clients include many of the best-known and best-loved brands across fashion and ecommerce.

#### Some of the things we'd like you to do:

Confidently and independently builds campaigns 'from the ground up' across Google and Meta platforms (minimum)

Ability to analyse results and translate them into insightful actions to internal teams and external stakeholders

Optimise Search and Social campaigns using your in depth knowledge of bid strategies, audience targeting and best practice campaign structure

Key role in budget management / planning across multiple markets and platforms according to the clients key KPI's. Experience using Google Keyword Planner, YT

planner, Facebook Campaign Planner

Ability to build test and learn frameworks using your knowledge of how to implement experiments/ AB tests across Meta and Google

Up to date knowledge of best practices across platforms and the 'go to' person for technical in platform queries from the team.

Platform knowledge requirements

Google Analytics – knowledge of how to pull various reports.

Google Ads and Facebook Business Manager (in depth) – able to pull reports, build campaigns, run scripts.

Ads Editor – in depth working knowledge of ads editor to support independent building of campaigns

Excel – advanced knowledge and experience using pivot tables, vlookup, sumifs, concatenate functions.

Powerpoint/ Google Slides

## **Requirements**

### **A bit about yourself:**

2-3 years experience in performance marketing

Keen attention to detail and data driven mindset

Ability to prioritise the workload of yourself and support junior members in doing so.

Self motivated and never misses a deadline

Communicates clearly and concisely to different stakeholders, building strong relationships within the agency and with clients

A curious mind who actively participates in growing and developing the agency

A problem solver who can identify issues and independently come up with solutions

Ability to manage relationships as the go to point of contact for day to day communications

with the client

A team player who has a leading role in supporting more junior members with training and development

### **A day in the life:**

You log on for the day and organise your tasks according to deadlines and priorities. Today's biggest task is building new Google and Meta campaigns for your clients Sale Promotion that's due to launch in 2 days in 10 markets. You divide the workload out between the junior analysts and trainees as your first task and implement a QA checklist to ensure there are no errors. You're running a training session for the intern on your team so you have a final read over the training material you've put together before taking lunch. You check in with the junior team members after lunch and see they need help investigating a tracking issue so you jump into that and attend to some urgent emails that have come through from the client. Lastly, you start putting together some slides for a QBR that is due in 2 weeks.

### **Nice to haves:**

Knowledge of other channels including offline, programmatic, affiliate.

### **Details:**

- Contract Type: Full-time
- Language: English
- Working Days: Mon- Fri
- Location: Dubai

### **Benefits**

Get a competitive salary that puts a smile on your face!

30 days of remote work.

Secure health insurance coverage.

Hybrid work model.

Enjoy 24 days of holiday each year, and it increases by 1 day every year up to a max of 30 as you keep rocking with us!

Celebrate your special day with a dedicated birthday leave, a special benefit granted to you after completing one year with us!

Take a day off during the summer to enjoy some sunshine.

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