

Performance Marketing Manager Jobs in Dubai | Al Futtaim Careers

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Description:

End to End Management of PPC and Paid Social Operations and Strategies to meet Retail's

KPIs and requirements. (Revenues, Customer Acquisition) for both Brick and Mortar and eCommerce.

Job Responsibilities:

Strategy & Execution

Upper or lower funnel based on KPIs

Daily monitoring

Delivering performance reports and insights to the PPC team and internal stakeholders.

Identifying growth opportunities, testing hypotheses to improve SEM traffic and increase ROAS

Delivering customer-focused, profitable multi-category campaigns to agreed targets

Addressing and escalating campaign performance issues.

Job Requirements:

5-8 years in an eCommerce environment 4+ years in performance (retail is a plus)

Experience with the principles of creating an advertising campaign; composing audience targeting strategies, generating ad creative for testing, and optimizing for increased ROAS

Fluency with PPC and Paid social Bid Management tools (FB Manager, Adwords, Marin, GA36, ROI Hunter, Smartly)

Strong Web analytics experience (Google Analytics, SiteCatalyst).

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