

Job Title: Social Media Performance Marketing Manager

Job Summary: We are seeking an experienced Social Media Performance Marketing Manager with a minimum of 7 years of proven success in driving results through social media advertising. The ideal candidate should have a strong background in performance marketing and the ability to develop and implement strategies that drive growth and revenue.

Responsibilities:

- Develop and execute social media performance marketing campaigns across various platforms including Facebook, Instagram, Twitter, LinkedIn, and TikTok.
- Analyze and optimize campaigns on an ongoing basis to ensure maximum ROI and meet performance targets.
- Conduct research and stay up-to-date with industry trends and developments to continually improve campaigns and stay ahead of the competition.
- Work collaboratively with other marketing teams to ensure campaigns are aligned with overall business goals and objectives.
- Manage and lead a team of social media performance marketers, providing guidance and mentorship as needed.
- Monitor and report on campaign performance metrics, providing regular updates to senior leadership on progress towards goals.
- Develop and maintain relationships with external vendors, agencies, and partners to ensure best-in-class execution of campaigns.

Qualifications:

- Minimum of 7 years of experience in social media performance marketing, with a track record of driving significant results.
- Strong analytical skills and experience with data-driven decision making.
- Excellent communication and collaboration skills, with the ability to work cross-functionally with other teams and departments.
- Experience managing and leading teams, with a proven ability to motivate and inspire others.
- Deep knowledge of social media advertising platforms and best practices.
- Demonstrated ability to develop and execute successful campaigns across multiple social media platforms.
- Strong project management skills, with the ability to prioritize and manage multiple tasks and projects simultaneously.
- Bachelor's degree in Marketing, Business Administration, or a related field.

If you have the necessary qualifications and experience to excel in this role, we encourage you to apply. We offer competitive compensation packages, a dynamic and challenging work environment, and opportunities for growth and advancement.

