



Job title	Head of Performance Marketing / Online Marketing Manager
Reports to	Country Manager Thailand
Location	Bangkok, Thailand

Company Description

Beauty Chain

Job Purpose

This is a senior role, with a high degree of responsibilities and the potential to have a sizeable impact on overall country performance. The Head of Performance Marketing will be responsible for managing the company's performance marketing team on channels such as Search Engine Marketing, Paid Social Marketing, Email Marketing, and more. The candidate will have ultimate responsibility for channel structuring, day to day operations, optimization, analysis and automation.

Duties and Responsibilities

- Managing Online Marketing Team with campaigns across Search and Social Performance Marketing Channels (Adwords, Bing, Facebook, Instagram, and Email Marketing), and other auction based marketing channels to maximize sales growth while maintaining profitability
- Manage channels' budgets and build performance projections
- Regular monitoring and optimization, including research and monitor competitions
- Run ongoing A/B testing
- Leverage web analytical tools and other tools to improve campaign performance Work closely with cross-functional members to optimize performance marketing efforts through new landing page construction, creative testing, and research
- Generate reporting to measure, evaluate, and identify opportunities to improve conversion, drive sales, improve search efficiency (including weekly, monthly and ad hoc reporting)
- Keep current with Performance Marketing best practices, technology, bid management tools, search trends, channel's marketing partners, changes and developments in the industry

Candidate Profile

- Minimum 3 years working experience
- Previous experience in directly managing Search Engine Marketing is highly preferred
- Bachelor's degree in Mathematics, Economics, Computer Science, Engineering, Statistics, or Marketing from top universities with minimum GPA 3.xx on a 4 scale, Master's is a plus
- Excellent analytical skill and attention to detail
- Strong Microsoft Excel skill

- Fluent in English
- Ability to solve problems, prioritize tasks and manage projects under pressure
- Having knowledges and passion in beauty industry
- Additional knowledge of programming languages such as R, Python, or Java (not a must)

Approved by:	JB Hired (on behalf of CEO)
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