

# Job Description

POSITION DETAILS			
Functional Designation	General Manager - Performance Marketing	Department	Digital Marketing
Sub Department	Digital Marketing	HR Grade	General Manager
Location	Corporate Office	Reporting Manager	
Job Purpose			
<p>The General Manager - Performance Marketing is a senior leadership position responsible for developing and executing performance marketing strategies to drive customer acquisition, revenue growth, and digital presence for the NBFC. This role plays a critical role in optimizing marketing campaigns and ensuring a strong return on investment (ROI).</p>			
Principal Accountabilities			
<ol style="list-style-type: none"><li>Performance Marketing Strategy:<ul style="list-style-type: none"><li>- Develop and lead the implementation of a comprehensive performance marketing strategy aligned with the NBFC's business goals and objectives.</li><li>- Identify target audiences, market trends, and competitive landscape to inform strategy.</li></ul></li><li>Digital Advertising Campaigns:<ul style="list-style-type: none"><li>- Plan, execute, and optimize digital advertising campaigns, including pay-per-click (PPC), display ads, social media advertising, and affiliate marketing.</li><li>- Monitor advertising budgets and adjust strategies for maximum ROI.</li><li>- Analyze and report on campaign performance.</li></ul></li><li>Conversion Rate Optimization (CRO):<ul style="list-style-type: none"><li>- Develop and implement strategies to optimize website and landing page experiences to improve conversion rates.</li><li>- Conduct A/B testing and usability analysis to enhance user journeys.</li></ul></li><li>Search Engine Marketing (SEM) and Search Engine Optimization (SEO):<ul style="list-style-type: none"><li>- Oversee SEM and SEO strategies to improve website visibility, traffic, and conversions.</li><li>- Monitor keyword rankings, website analytics, and content optimization.</li></ul></li><li>Affiliate Marketing:<ul style="list-style-type: none"><li>- Manage and expand affiliate marketing programs to drive customer referrals and partnerships.</li><li>- Identify and onboard affiliate partners and networks.</li></ul></li><li>Email Marketing:<ul style="list-style-type: none"><li>- Oversee email marketing campaigns to nurture leads and engage existing customers.</li><li>- Segment email lists for targeted marketing efforts.</li></ul></li></ol>			

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- Monitor email open rates, click-through rates, and conversions.

### 7. Analytics and Reporting:

- Utilize data analytics tools to measure the effectiveness of performance marketing efforts.
- Generate regular reports on marketing performance and provide actionable insights.
- Use data-driven decisions to optimize marketing strategies.

### 8. Budget Management:

- Develop and manage marketing budgets, ensuring cost control and allocation to high-impact initiatives.
- Provide financial forecasts and budget recommendations.

### 9. Team Leadership:

- Lead and manage a performance marketing team, providing guidance, coaching, and performance evaluations.
- Foster a culture of data-driven decision-making and continuous improvement.

## Desired Profile

- Bachelor's degree in Marketing, Digital Marketing, Business, or related field (Master's degree preferred).
- Extensive experience in performance marketing and leadership roles within the financial services industry.
- Strong leadership and team management skills.
- Excellent analytical and strategic thinking abilities.
- Proficiency in digital marketing tools, platforms, and analytics.
- Effective communication and interpersonal skills.
- Knowledge of NBFC products, regulatory requirements, and market dynamics.