

Campaign Manager – Social Media Marketing

Position Summary

As a Campaign Manager for Social Media Marketing team, you will play a active role in driving online marketing efforts and generating revenue through performance marketing campaigns on marketing platforms like Facebook, Google, Snapchat & TikTok. Your primary responsibilities will include collaborating with Team Leaders and client's marketing team to execute campaigns, track performance metrics, and optimize towards marketing goals and KPIs.

Campaign Execution & Optimization:

- Build and manage acquisition campaigns across various channels including Social (Facebook, Google, Snapchat & TikTok) & SEM to drive revenue and increase ROI.
- Create compelling English content & Ad copies for all campaigns.
- Identify the target audience for a specific media campaign and determine the most effective campaigns and approach for that audience.
- Identify and test new channels to continue to meet or exceed established KPIs metrics.
- Implementing A/B testing and conversion rate optimization.
- Monitor and optimize campaign performance to meet revenue and ROI goals.
- Troubleshoot campaign and tracking issues.

Performance Tracking and Reporting:

- Set up tracking pixels on different platforms (Facebook, Google, Snapchat, TikTok) and on Google Tag Manager to monitor traffic, conversions, and revenue.
- Analyze and optimize campaign performance based on data-driven insights and strategy using quantitative analysis.
- Provide day-to-day performance reports for all the running campaigns.
- Generate regular reports to assess the effectiveness and performance of all digital marketing campaign against goals (ROI and KPIs).

Quality Assurance:

- Ensure all marketing campaigns adhere to process guidelines and standards.
- Conduct quality checks of marketing campaigns.
- Address quality issues (corrections) promptly and implement corrective actions.

Budget Management:

- Manage and monitor the campaign budgets daily with no overspends against budget.
- Manage budgets across campaigns and digital channels to drive strong ROI & achieve/exceed campaign objectives.

Team Collaboration:

- Closely work with team leader to achieve marketing goals & KPIs.
- Share day-to-day performance reports for all the running campaigns.
- Act as point of contact for all campaign related activities in absence of team leader.
- Participate in training new team members on the process, tools and technology.
- Stay up-to-date with industry trends, social marketing best practices, and changes in relevant platforms and technologies.
- Share best practices and process knowledge with the teams.

Qualifications:

- Proven experience of **2-3 years** in managing the full funnel, tracking links campaigns, and e-commerce experience on different marketing platforms (Facebook - Google - Snapchat & TikTok, Google Analytics and Google Tag Manager).
- Bachelor's degree in marketing, business or engineering.
- Certification and courses on Social Media Marketing platforms would be preferred.
- Strong analytical skills and the ability to easily recognize gaps and opportunities through data analysis.
- Excellent communication skills.
- Detail-oriented with a focus on performance and quality assurance.
- Results-driven with a passion for achieving targets and driving revenue.
- Adaptability to adapt changes in the digital marketing landscape.