

Senior Performance Marketing

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Company: Alnafitha IT

Location: Cairo

Category: sales-and-related

We support the Kingdoms largest and most complex organizations across all industries in delivering Enterprise Transformation with clear mission to support our customers to grow better not just bigger focusing on efficiency and not just effectiveness. We are looking for a talented Senior Performance Marketing to Design, and implement SEM & SM ads strategies, Marketing Automation, Social media management, and customer email nurturing techniques to ensure optimal outcomes of paid media and organic campaigns & will be the owner of the conversion funnels. Responsibilities: Plan paid performance, branding, and Lead generation campaigns on all digital channels. Setup and optimize paid campaigns on different digital channels (Google platforms, social platforms (FB, IG, Tiktok, Twitter, LinkedIn, Snapchat) and Automation campaigns. Optimize the campaigns performance to grow and scale the campaigns results. Develop and implement PPC strategies, keyword research, and data analysis. Analyze and provide reports and insights to improve performance continuously. Analyze user behavior and propose new hacks to improve the ROI. Work collaboratively across the marketing team, to deliver integrated marketing campaigns across channels and campaigns. Define and execute growth strategies and marketing acquisition campaigns to support revenue goals, drive engagement, build brand awareness and optimize retention and loyalty. Provide reports on ads performance analysis, ROI and insights for all channels/tactics. Proactively introduce and execute new email marketing campaigns ideas based on current events, news, business strategy. Write and optimize Ad copies and social media content. Manage all social media channels. Managing budgets and monitoring campaigns costs and ROI metrics. Collaborate with marketing

teammates to maintain a consistent brand voice and message across all paid programs. Craft landing pages and lead-gen forms for our content to distribute through relevant paid programs. Requirements Over 3 years of experience within a similar position Knowledge of Demand Generation tactics and Lead Conversion principles. Previous work experience in B2B IT Software Company Strong Proven working experience with Google Analytics & Google Tag Manager, Google Ads Manager, Google Data Studio & DCM, Facebook Business Manager, Twitter & LinkedIn & TikTok & Snapchat Ads and Automation Tools. Proven experience implementing complex PPC & display campaigns Excellent understanding of social media concepts & trends. Proactive and eager to propose his concerted ideas Excellent analytical skills and leverage data, metrics, analytics, and consumer behavior trends to drive actionable insights & recommendations. Agile, flexible, and responsive approach to work. Proactive to learn, willing to be excellent, and break the records. Fluent in English and Arabic Languages both written and verbal is a MUST

2-4 years

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