**Title**: In-House Marketing Specialist

**Job Description**

We are seeking a dynamic and results-driven In-House Performance Marketing Specialist to join our team. The successful candidate will be responsible for planning, executing and optimizing our performance marketing campaigns to drive customer acquisition and revenue growth.

**Key Responsibilities:**

 Develop and Execute performance marketing strategies across various channels.

 Conduct through market research and competitor analysis to identify opportunities for campaign optimization and growth.

 Manage and optimize paid advertising campaigns on platforms such as google Ads and Meta Ads.

 Track, analyse and report on key performance metrics, providing insights and recommendations for continuous improvement.

 Collaborate with cross-functional teams, including content, design and analytics to ensure cohesive and effective campaigns.

 Stay updated on industry trends and best practices to implement innovative marketing strategies.

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**Qualifications:**

 Any Degree related to Marketing Specialization

 1-2 years of experience in performance marketing with a proven track record of driving measurable results.

 Strong analytical skills and ability to interpret data to make informed decisions.

 Excellent communication and interpersonal skills.

 Ability to manage multiple projects and meet deadlines in a fast paced environment.

**Perks**: Hot Lunch at Office

**Salary**: Great Package as per experience and role. Discussed during on boarding.