



<https://fintechnews.hk/job/performance-marketing-specialist-at-hyphen-group/>

Performance Marketing Specialist

Description

Hyphen Group is Asia's leading personal finance platform, reaching over 10 million monthly users across five markets in Asia Pacific. The Group's mission is simple – to empower people to build healthier financial lives. Hyphen Group is a purpose-driven, fast-paced organization looking for a passionate, organized and self-motivated individual to join the Group Marketing team in Hong Kong as a Performance Marketing Specialist.

In this role, you will have the opportunity to drive growth and return on investment through paid media (across SEM, display and paid social marketing) alongside organic growth. You will be responsible for owning the performance of integrated marketing campaigns across channels and countries to drive awareness and conversion amongst Hyphen Group's target audiences.

You will be the key point of contact within the regional team for the country marketing colleagues in one to two markets – which will require you to collaborate closely with the country teams to develop holistic marketing strategies, share best practices across the markets and drive forward key group-level strategic projects.

The ideal candidate possesses performance marketing and analytics expertise and a personal ambition to learn and grow with Hyphen Group.

Responsibilities

- Day-to-day management and optimization of performance marketing campaigns across Google Ads, Google Search Ads 360, Facebook ads manager, DV 360, etc.
- Collaborate with country marketing teams on developing and executing holistic performance marketing and content strategies (via paid and organic channels)
- Cultivate strong relationships with country marketing teams by providing data-driven insights, regular reporting and strategic guidance on performance marketing
- Develop quarterly marketing budgets across countries based on key business objectives and optimize strategy throughout the quarter
- Own regular reporting on paid marketing performance using current reporting frameworks and suggest / implement improvements to current reporting tools
- Manage experimentation across markets to drive most efficient spend of marketing budget and ROI
- Own roll-out of key strategic group-level marketing projects in the countries you work with
- Collaborate with the broader marketing team (both at the Group and country level) as well as product and technology teams on strategic projects and initiatives

Qualifications

Hiring organization

Hyphen Group

Hyphen Group is a leading fintech company in Greater Southeast Asia, reaching over 10 million consumers per month and working with more than 220 financial institutions across six markets including Hong Kong, Malaysia, the Philippines, Singapore, Taiwan, and Thailand.

Founded in 2014 and dual-headquartered in Hong Kong and Singapore, Hyphen Group – formerly known as CompareAsiaGroup – is a portfolio of digital finance companies that empowers and connects people to a better financial future through innovative tools, personalised digital experiences and expert insights, and accelerates the digitisation of the financial industry. Hyphen Group builds the future of personal finance through 3 pillars: Comparison and Membership (MoneyHero, CompareHero, Moneymax, SingSaver, Money101, MoneyGuru and Seedly), as well as SaaS (eKos_connect). eKos_connect was launched in 2019 and is a SaaS provider connecting financial institutions with digital partners, affiliates and new users, supporting over 200 integrations through its partnership network.

- 2-3 years of experience in the field of digital marketing responsible for executing and optimizing performance marketing campaigns
- 1-2 years of experience in a performance marketing role (ideally within a regional / HQ team) to drive exponential growth through experimentation
- At least 1 years of hands-on SEM experience with a track record of successfully managing SEM campaigns to meet aggressive ROI and growth targets a plus
- Strong project management and organizational skills; able to work with stakeholders across multiple markets and functions
- Strong communication, presentation and interpersonal skills – experience working in a regional marketing role and/or agency a plus
- In-depth understanding and experience using various performance marketing platforms including, but not limited to, Google Ads, Google Search Ads 360, Facebook ads manager, DV 360, Tiktok etc.
- Experience managing large scale paid advertising budgets against business objectives and ROI targets
- Hands on experience using Google Analytics, DoubleClick Campaign manager, etc.
- Experience running A/B tests to drive optimization
- Ability to use both qualitative and quantitative data to develop strategy recommendations and optimization tactics
- Fluent in English
- Proactive self-starter
- Enjoy working with and learning from people of different backgrounds and cultures
- Passionate about fintech

Employment Type

Full-time

Job Location

Hong Kong, Hong Kong SAR

Date posted

November 22, 2022

APPLY