

# Job Description: Digital Performance Marketing Specialist, 100%, Cape Town

<b>Job Title: Digital Performance Marketing Specialist</b>		<b>Location: Cape Town</b>	<b>Salary Bracket: Up-Market</b>
<p><b>Department:</b> Media Buying Department</p> <p><b>Reporting to:</b> Head of Media Buying</p> <p><b>Type:</b> Probationary Period into Permanent Employment contract</p>	<p><b>Brief Description:</b> R17 Ventures, a fast-growing Venture Capital and Performance-Driven Digital Powerhouse based in Switzerland is looking for a skilled and dedicated Performance Marketer to join the Cape Town Team and run multiple ROAS-driven Ad accounts and Digital marketing campaigns for a growing portfolio of clients.</p> <p><b>EE Occupational Level:</b> Skilled Technical &amp; Academically Qualified</p> <p><b>EE Occupational Category:</b> Professionals, 2+ years of experience</p> <p><b>Industry Sector:</b> E-Commerce, Lead-Gen,</p>	<p><b>Starting Date:</b> Immediate</p>	
<b>Purpose of the job:</b>	The Performance Marketer will be responsible for the set-up and ongoing maintenance of multiple Ad accounts as well as direct e-mail and SMS marketing for various clients. As the role takes into consideration daily account performance at a high level, a very high standard of attention to detail and constant performance optimization is necessary.		
<b>Context of the job:</b>	The Performance Marketer reports directly to the Head of Media Buying. A deep understanding of the user behavior on the various media platforms is vital and maintaining profitability and growth on client portfolios is crucial.		

Key Performance Areas	
1	Identify target audiences and plan multiple digital campaigns (Facebook, Instagram, Google, Snapchat, Email, SMS, etc.)
2	Assist Head of Media Buying in overall account strategy and structure
3	Deliver relevant, high quality Ads and clear briefs to the designer
4	High level of performance monitoring and attention to detail
5	Achieve over benchmark ROAS on client accounts and maintain daily profitability
6	Implementing innovation and contributing to overall media buying strategy for R17 Ventures

**Job Specific Requirements**

<b>Required Job Knowledge</b>	<b>Desirable Job-Related Skills</b>	<b>Job Experience</b>	<b>Education</b>
<ul style="list-style-type: none"> <li>• Proven experience as Digital Marketer or similar role: experience in digital media is absolutely required</li> <li>• Experience in running Facebook Ads and Google PPC on a high level with high budgets</li> <li>• Experience in running Ads on other digital platforms (Snapchat, TikTok, etc.)</li> <li>• Familiarity with media-buying, planning and research</li> <li>• Working knowledge of media analytics software</li> <li>• Organizational and multitasking abilities</li> <li>• Attention to detail</li> <li>• Strong Ad set optimization skills</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working with very high budgets</li> <li>• Critical thinking skills</li> <li>• High level of observation and proactivity</li> <li>• Winner’s mindset</li> <li>• Profit-oriented</li> <li>• Strong <u>communication skills</u></li> <li>• Management experience or examples that show ability to manage a team, should this role evolve into team management</li> <li>• Ability to multitask with strict time constraints, budgets and business goals</li> <li>• Interest in following advertising and media trends</li> </ul>	<ul style="list-style-type: none"> <li>• Over 3 years’ experience in a Media Buying or Digital Marketing role (Essential)</li> <li>• Experience in an E-Commerce industry (Desirable)</li> <li>• Experience in managing a large portfolio of 10+ clients (Desirable)</li> </ul>	<ul style="list-style-type: none"> <li>• Grade 12 / O-level or equivalent (Essential)</li> <li>• Tertiary qualification in Marketing/Business Studies or similar (Essential)</li> </ul>

Last Update: 21th of April 2021

*The list of tasks or duties and responsibilities herein is not exhaustive, and the employer is entitled to instruct the employee at any time to carry out additional duties or responsibilities, which fall reasonably within the ambit of the job description, or in accordance with operational requirements.*