



<https://fintechnews.sg/job/head-of-performance-marketing-at-honest/>

## Head of Performance Marketing

### Description

As the Head of Performance Marketing, you will set the strategic direction and execute marketing initiatives across all paid marketing channels to drive acquisition and engagement. You'll build a team of highly skilled performance marketers who will invent new strategies, drive experiments, and build sophisticated marketing experiences. You will work directly with the leadership team and significantly influence business results by helping us acquire our first million customers and driving product engagement.

### Responsibilities

- Develop the performance marketing strategy to drive customer acquisition and engagement
- Build a world-class performance marketing organization
- Manage the planning, execution, and tracking of paid channels such as search, social, display, and affiliate
- Expand existing campaigns across paid channels while introducing new strategies to enhance performance and drive incremental growth
- Collaborate with Designers to create engaging campaigns that convert target users and foster exponential growth
- Utilize data analytics to identify trends, optimize campaigns, report on key performance indicators (KPIs), and inform data-driven decisions
- Collaborate with Product, Design, and Engineering teams to implement marketing technology and growth strategies
- Continuously improve processes, technology stack, and automation to attract and engage users

### Qualifications

- 7+ years growth and performance marketing experience in B2C
- Ability to switch seamlessly between detailed execution work and high-level strategy/planning/management
- Expert knowledge and understanding of performance marketing strategies, tactics, tools, and tech
- Experience launching and optimizing successful Google, Meta, Twitter, and TikTok campaigns
- Strong analytical mindset to set KPIs, analyze data, and uncover insights using analytic tools, paid marketing platforms, and attribution tools
- Strong bias for action and ability to work independently toward stated goals
- Growth mindset with bold ideas and know-how to get things done
- Proven project management skills to juggle multiple initiatives

### What makes you stand out:

- Fintech experience
- Indonesian language skills and market experience
- Experience launching marketing technology platforms for attribution and analytics

### Hiring organization

Honest

We're Honest, a company committed to developing financial products our customers love. Our products are designed to be fair, easy to understand, and life-enhancing. After the successful launch of our first product, our skilled international team, based in Bangkok, is dedicated to continuous innovation in a fast-paced, quality-driven environment. We are determined to lead the way with new solutions, adapt to change, and thrive in the face of challenges. We are looking for passionate, resourceful, and collaborative individuals to join us.

### Employment Type

Full-time

### Job Location

Bangkok, Thailand

### Date posted

December 11, 2023

apply

## **Our application process**

Hiring is something we do with care. Because of that, having a transparent and thorough recruitment process is key. If you liked what you've read and are up for the challenge, here is what to expect after submitting your resume:

- The hiring team reviews your application
- You get invited to an initial call with the hiring team
- Onsite Interviews with relevant team members
- Offer

## **Why you'll love it here:**

- We're all owners; Everyone at Honest gets an ESOP (Employee Stock Option Plan)
- Provident Fund
- Training course and book subsidies
- You'll be working with the smartest people in the industry
- A modern office right in the heart of Bangkok
- Top-of-the-line medical healthcare plan
- Monthly wellness allowance
- One of the best-funded start-ups in Southeast East Asia with Silicon Valley investors
- We don't believe in titles or hierarchy but value contribution & celebrate achievements as a team

## **Honest hiring:**

At Honest, we're working hard to build the future of finance for Asia. To do so, we prioritize attracting the best talent worldwide to join us – regardless of their background and heritage. At Honest, we are committed to equal employment opportunity regardless of race, color, ethnicity, ancestry, religion, national origin, gender, sex, gender identity or expression, sexual orientation, age, citizenship, marital or parental status, disability, or other class protected by applicable law. We are proud to be an equal opportunity workplace. If you want to change how people access finance in Asia, join us and help us build a global company where we're all proud to belong.