

Sr Performance Marketing Manager

Our client is a global performance marketing company, they combine strategic partnerships, affiliate marketing, paid media, mobile acquisition, SEO and AI search, email marketing, and creative production to deliver measurable growth in highly competitive markets.

Position Summary

We are seeking a Senior Performance Marketing Manager to own user acquisition performance across a portfolio of client accounts. You will manage multi-million-dollar monthly media budgets, with Meta as the primary channel, and will be accountable for delivering against agreed ROAS, CPR, and first-time-deposit targets for each client.

This is a senior, hands-on position with direct budget authority, close collaboration with our in-house creative team, and regular exposure to client stakeholders and senior leadership.

Key Responsibilities

- Own user acquisition performance across an assigned portfolio of client accounts, measured against ROAS, CPR, and cost-per-FTD targets.
- Set performance targets with leadership and clients, monitor results, and implement corrective action where performance deviates from plan.
- Plan, launch, and optimize campaigns with Meta, (and TikTok, Snapchat, Google, and programmatic).
- Manage multi-million-dollar monthly spend, allocating budget across channels based on performance, and balancing competing client priorities.
- Optimize continuously through bid strategy, audience segmentation, placement selection, and creative rotation.
- Maintain a structured A/B testing framework across audiences, creative, placements, and landing pages, applying learnings across the portfolio.
- Define creative testing priorities and brief the in-house art and motion teams, ensuring assets remain compliant with platform policy and market advertising standards.
- Own conversion tracking integrity across accounts, including Meta Conversions API, server-side tracking, and server-to-server postbacks.
- Build reporting that provides visibility from impression through to deposit, including cohort and lifetime value analysis, and present results and recommendations to clients on a regular cadence.
- Design and scale AI-enabled, automation-first workflows across campaign management, reporting, and creative production to improve performance, team productivity, and speed of insight.
- Monitor platform policy, privacy, and attribution changes, adapting strategy proactively, and evaluate new growth opportunities across emerging channels.

Required Qualifications

- Demonstrated depth in Meta Ads. Candidates must have personally managed and scaled Meta accounts at significant budget levels and be able to discuss account structure, bidding methodology, and testing approach in detail.
- Minimum five years of hands-on performance marketing, paid media, or user acquisition experience, with direct platform-level account management.
- Proven management of multi-million-dollar media budgets with documented performance outcomes.
- Experience managing multiple accounts, brands, or clients concurrently.
- Expertise in desktop and web acquisition, including conversion rate optimization, funnel and landing page testing, and conversion event strategy.
- Working knowledge of Meta Conversions API, server-side tracking, and server-to-server postbacks, with the ability to diagnose attribution and data issues.
- Strong analytical capability, including assessing statistical significance and translating cross-platform data into clear recommendations.
- Professional communication skills, including presenting performance results to client stakeholders.

BENEFITS:

- A senior role with genuine budget authority and clear ownership of performance outcomes.
- Competitive base salary and performance-based bonus tied to measurable results.
- Direct collaboration with senior leadership and an in-house creative and motion team.
- Growth opportunity within a scaling international group, including a path toward team leadership.