

Position: Marketing Performance Specialist

Location: Marketing Department, Belize City

Employment Type: Full-time

Reports to: Marketing Manager

Job Purpose:

The Marketing Performance Specialist will be in charge of the overall performance of the marketing activities to drive conversions at optimal costs per acquisition. This includes creation, execution, and management of paid acquisition campaigns as well as analyzing data to pull insights and inform decisions across all acquisition channels to boost growth and product usage.

Key Responsibilities include, but are not limited to:

- Collect and analyze data from various marketing channels including social, SEM to evaluate their performance. This involves measuring key performance indicators (KPIs), such as conversion rates, click-through rates, return on investment (ROI), and customer acquisition cost
- Support SEO - any of the techniques utilized in search engine optimization should be understood, supported and refined
- Implement New Campaigns - experience with paid mechanisms, linking services and ad vendors which are instrumental in developing and implementing SEM campaigns
- Analyze and optimize campaign performance based on data-driven insights and strategy using quantitative analysis
- Identify marketing performance issues and pinpoint the root cause analysis with the help of analytics tools such as Google Analytics
- Effectively communicate complicated analyses by developing easy-to-use reporting or visualization dashboards (demand funnel, marketing planning and budgeting, marketing ROI, operational efficiency, campaign impact, awareness, events, and strategic KPIs)
- Understand new and relevant KPI metrics requirements for performance management and optimization purposes
- Report on marketing KPIs like leads, conversion rates, website traffic and social media engagement
- Deliver quantifiable improvements in ROI and cost per conversion (CPA) across all channels.
- Analyze and compare competitor marketing campaigns in order to co-opt winning strategies and develop superior campaigns

Educational & Work Experience Requirements:

- Bachelor's Degree in Marketing, Business Administration with a concentration in Data Analytics
- 3 -5 years working experience in Digital Marketing or marketing related field.
- A minimum of 2 years working experience with interpreting the data provided by advanced analysis tools such as **Google Analytics**, or tracking systems like **Google Tag Manager**, and data visualization solutions like **Google Data Studio**.
- Previous work experience in a quantitative marketing role managing strategy and execution on social, search, or other performance-oriented channels.
- In-platform execution experience setting up campaigns in Facebook ads manager, Google Ads, and Google AdWords.

Skill & Ability Requirements:

- Knowledge and understanding of data or data modeling and able to objectively identify insights for sharing with stakeholders.
- Exceptional analytical skills to identify opportunities within complex data and where these can be operationalized
- Proven track record of building and scaling acquisition campaigns with a strong focus on ROI.
- Knowledge of PowerBi/Tableau or other visual analytic platforms
- Knowledge of Microsoft Office Suite, Hootsuite, WordPress and other CMS
- Knowledge of HTML, XHTML, CSS design, cross-browser and cross-platform compatibility, Access,
- Knowledge of Adobe suite: Photoshop, Illustrator, InDesign *would be a plus*
- Demonstrate sound judgment, problem-solving skills and high levels of professionalism
- Excellent written communication skills and solid presentation skills
- Ability to manage multiple projects simultaneously with a high degree of independence
- Ability to maintain confidentiality to highest priority in all functions at the Bank

Application Requirements:

- Application Letters and Resume/CV
 - Reference Letters
- Degrees and Diplomas/Certifications
 - Valid Police Record
 - Valid Social Security ID

Qualified applicants can send their application package along with their digital portfolio samples of work i.e. designs, templates, videos, animations, etc.) to:

Human Resources Department
The Belize Bank Limited
21 Regent Street
Belize City

Or Email: careers@belizebank.com

Re: Marketing Performance Specialist, Marketing Department

Deadline for applications is January 26, 2024