

# Philippines Jobs Expertini®

## Digital Marketing Officer (Data and Research)

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Company: MICHAEL PAGE INTERNATIONAL RECRUITMENT (PHILIPPINES) INC.

Location: Philippines

Category: business-and-financial-operations

Join a fast growing regional bank

Good compensation and benefits

### About Our Client

The bank operates in high growth economies in Asia, with 1,000+ branches across the region.

### Job Description

- . Executes the strategy and implementation and optimization of digital marketing campaigns through key platforms such as but not limited to: a) For Paid Media: Facebook Ads Manager, Google Ads, Google Analytics, Google Tag Manager, AppsFlyer b) For Owned & Earned Media: Facebook Business Manager, Corporate website CMS, App and Play Stores
- . Performs tracking, monitoring and analyzing the performance of digital channels and providing recommendations to stakeholders for optimization.
- . Leads in-house and partner vendor research initiatives (needs assessment, brand health, concept test, etc)
- . Runs analytics to develop and implement marketing ROI program to identify both leading and lagging indicators to track the success of campaign launches
- . Performs the analysis of customer acquisition costs, return on ad spend, benchmarking and how these are crucial to the bank
- . Prepares research brief, works with the research partner on the research sampling, methodology and questionnaire or does all of internal research
- . Analyses top line results or final results of internal research

## The Successful Applicant

- . At least 5 years working experience in digital marketing or performance marketing whether through digital advertising agency, media agency, fintech, banking, retail or FMCG.
- . Has a working knowledge of digital campaign development, implementation and analysis
- . Skilled in data interpretation and analysis
- . Can formulate research objectives and design
- . Background in data analysis and CRM
- . Stakeholder Management skills
- . Analytical acumen - correlational analysis etc.
- . Data storytelling

## What's on Offer

Gain experience in the financial services industry with a fast growing regional bank. The office is located in Makati.

Contact

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Quote job ref

JN-022024-6331229

Phone number

+63277952820

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