



Performance Marketing Specialist | Full-Time Position | Kelana Jaya, Selangor

Sedania As Salam Capital Sdn Bhd (SASC), a wholly-owned subsidiary of Sedania Innovator Berhad, is a technology provider that empowers financial institutions with Islamic fintech solutions.

At the core, is As-Sidq, a patented Shariah compliant digital commodity trading platform that facilitates secure, real-time and anytime brokerage of digital commodities for financial institutions' Tawarruq (commodity murabahah) requirements.

Completing our Islamic fintech ecosystem of solutions, is a collaborative suite of composite banking and finance capabilities that further enable and accelerate financial institutions' digital readiness.

The Position:

The ideal Performance Marketing Specialist we are looking for is an entrepreneurial and creative out-of-the-box thinking digital native with a get-things-done attitude, who wants to thrive in a fast-paced Islamic fintech environment.

What separates you from other digital marketers is your relentless drive for running new tests and experiments on a regular basis. You love data, but even more, you actually love implementing changes based on those findings – instead of just creating reports or dashboards. You'll have an important role to play in scaling up SASC's digital marketing efforts across all paid channels.

This position is expected to be hands-on and in-house daily.

Responsibility:

- Develop & execute customer acquisition strategies across multiple high-scale digital performance channels like Google, Facebook & Instagram, Twitter, LinkedIn and other digital channels.
- Work with Digital Marketing team member to support digital marketing campaigns. Some amount of liaison with the client is required.
- Manage channel budgets and optimize campaigns for lead generation at an optimal Cost-Per-Lead (CPL) or Cost-Per-Acquisition (CPA) on a day to day basis. Improvements to ROI/ROAS on performance channels is a KPI.
- Increase funnel conversions by setting up retargeting programs that are grounded in user behaviour data. Own the internal attribution model.
- Setting up, manage and optimize paid campaigns across search, display, social and retargeting networks by conducting extensive keyword research, analysis and testing of keyword performance.
- Identify replicable marketing strategies, tactics and channels that address business pain points and convey product benefits to drive new customer acquisition – with an implement, test, and measure mindset.
- Test different value propositions and messages across different channels to find the best angle to introduce our brand for each target audience group. Work closely with the design and branding team and ensure a steady stream of new creatives, run A/B tests around creatives, ad copies & landing pages.
- Build and run A/B tests across landing pages and the website. Working closely alongside software development team regarding UAT and measuring impact of any changes.

Skills and Requirements:

- Minimum 3 years' experience in demand generation or lead acquisition at a high-growth B2C sector or banking/finance sector
- Experience of setting up and scaling performance channels like Google, Facebook to achieve challenging targets successfully.
- Sound understanding of SEO/SEM/Social ads, campaign types, bidding strategies & optimization techniques.
- Highly analytical & numbers driven with excellent problem-solving skills and number crunching abilities.
- Familiar with all relevant performance metrics such as CPL, CPC, CPA, CAC and other engagement metrics.
- Experience of having run growth experiments in a highly structured and organised way.
- Being curious, creative and relentless in pursuit of growth.
- Preference given to those who have experience in marketing automation tools, WordPress or growth stack tools.
- Language fluency in both English and Bahasa Malaysia is a requirement.
- Candidates from agency background are most welcome to apply.