

## We're hiring a Performance Marketer

SnapScan is currently looking for awesome people to join our team. For more information on the company, have a look at our [Offerzen company profile](#). In this role you will play a key part in fulfilling SnapScan's marketing vision and objectives. This role will give you the opportunity to work on all SnapScan's brand campaigns, growth experiments, and product marketing. If you are interested, please send your CV to [caitlin.spring@snapscan.co.za](mailto:caitlin.spring@snapscan.co.za)

## What you'll do

- Google Analytics (report on marketing performance and traffic insights, work with the product, dev, and marketing teams to implement best practices, and identify best performing acquisition channels to allocate budget)
- Champion SnapScan's targeted PPC campaigns to both end-users and merchants (this will include keyword research, copy, and working with other marketing team members to create optimised landing pages)
- Analyse blog and website content and provide recommendations. This includes on-page SEO optimization, and keyword research to inform the blog
- Assist other marketing team members with landing pages for product launches and promotions
- Assist with reporting on marketing performance/traffic insights
- Work with the marketing, product and dev teams to implement analytics across various platforms (eg, Firebase, Google Analytics, Hotjar)
- Paid social media (Facebook, Twitter, Instagram)
- Youtube ads
- Google ads
- Manage lists, assist with segmentation and user profiles (experience with tools like Looker would be a bonus), provide insights on email campaigns.

## Who you are

This role requires a unique set of skills and attributes. All people are different, but we believe that if the following describes you, you will be well suited for this position:

- Comfortable working with the following tools and software: Google Analytics, Google AdWords, Google Search Console, Facebook Business, Twitter Business, and keyword tools like Ahrefs, SEMrush, or Moz)
- Passion for technology and marketing. Keep up to date with new tools and best practices
- Empathy for our customers. You'll need to balance an ethical customer experience (regarding data and privacy practices) while finding creative solutions for growth targets.
- Enthusiasm to understand customer needs and problems, and deliver solutions based on these insights.
- Comfortable communicating with internal stakeholders.
- Keen to learn new skills like content and creative writing for ads and the SnapScan blog
- Team player, but also comfortable managing your own time and setting personal objectives.