

Performance Marketing Manager - Remote

Hi there!

We're looking for an experienced multi-channel performance leader with a deep executional understanding of marketing analytics. Your background will be critical as we continue to tie our programs to real numbers.

Be prepared to demonstrate your in-depth knowledge of Google Analytics, Tag Manager, Facebook ads and Data Studio during the interview process.

Your expertise and knowledge will drive several key areas of the business with an exciting mix of leadership, management, and hands-on work. You will be instrumental in helping us bring our solutions together in a single story for our clients based on data and real insights.

- a. **Hands-on** work leveraging your experience to directly generate and implement innovative analytics strategies across our programs
- b. **Management** and oversight of our performance group including SEO, Paid Media, Analytics, and Performance Strategy
- c. **Leadership** responsibilities include fully understanding our business, representing the performance group, and helping to create and implement growth & scale strategies

The ideal candidate will have 3+ years working with campaign-level digital marketing data, have a solid understanding of tagging, and a robust analytics skill-set. You don't need to be a data scientist but you should know Google Analytics, Tag Manager, and Data Studio like the back of your hand.

About Enilon:

Enilon is a **work-from-anywhere** digital marketing agency headquartered in Fort Worth, TX and founded in 2005. We take our work seriously and partner with our clients to deliver data-driven, consumer focused digital programs.

About You:

What motivates you:

- You are a deductive thinker. A self starter and get stuff done. You know SMB and enterprise customers
- You're a big picture thinker who also loves getting down in the details. You're able to set the strategic agenda to help our clients win over the long term
- You're well-versed in established multi-channel marketing goals, assets, and deliverables. You are comfortable with complex challenges ranging from testing new channels and attribution to driving campaigns across the full funnel
- You're a problem solver at heart. You are a hypothesis-driven problem solver who tests theories with data and quickly identifies levers/sources of value

- You're committed to being an excellent teammate. You are a positive change agent who is highly accountable and moves things forward

About the position expectations:

25% | Management and team oversight

- Being the trusted expert for your group
- Bringing a vision for what your team needs to learn and grow and making that a reality. Inspiring greatness
- Fostering a team approach
- Recruiting both employees & contractors as needed
- Onboarding & training team members
- Delivering performance evaluations and growth plans for each team member
- Resolving escalated issues
- Creating effective relationships with clients, team members, and vendors.
- Negotiating contractor rates as needed

50% | Hands-On

- Working closely with our clients to present the holistic performance story, to listen and understand their business intricacies and goals, and how those insights relate back to our campaigns for evolved performance strategies
- Tying complex, multi-channel programs into stories for our clients and team to create actionable insights
- Ensuring quality control for all performance deliverables. This includes reviewing your team's reports, deliverables, and results
- Managing \$300K/mo in media budgets with a diverse portfolio including B2B and B2C clients in varying industries
- Proficiently using optimization and measurement tools and techniques
- Work hands-on daily with platforms and data integration including CRM, marketing automation, 3rd party data sources, Instagram, LinkedIn, Google Search, Google Analytics, Google Tag Manager, Google Display, and other related tools
- Working both directly with clients as well as other Enilon team members (Client Partnerships, Project Management, Operations, Sales, etc.) to clearly understand client goals and business in order to formulate effective plans
- Reporting channel performance to client team and forecast paid search growth and conversion opportunity

25% | Leadership Responsibilities

- Continuing to drive and enhance the vision of our performance delivery group
- Driving impact in a fast paced agency environment while juggling multiple accounts and priorities effortlessly
- Selling ideas
- Passionately advocating for performance and creating a team-oriented culture
- Demonstrating excellent business judgment, problem-solving, and analytical skills
- Establishing best practices for the performance group and optimize processes

- Promoting our “Difficult. Done.” culture. You are scrappy and can navigate constraints with a positive attitude and creative thinking
- Encourage cross department collaboration
- Managing department budgets and P&L
- Advising, innovating, and managing our tool set and platforms
- Driving innovative strategy and operative management of individual channels like paid search, social ads, display, SEO, and affiliate marketing
- Constantly learning and remaining on top of industry trends and best practices

Your experience:

- Bachelor’s degree, with coursework in related area (marketing, data science, advertising, business, technology)
- 3-5 years of hands-on Google Analytics, Tag Manager & Data Studio experience across multiple industries and appropriate certifications
- 1-2 years of hands-on experience managing a combination of PPC and Display campaigns and bringing them together with data
- Ability to analyze a wide variety of performance metrics including PCP, CPA, CPL, and conversion
- Experience working with full digital programs including Digital Strategy, Analytics, SEO, Paid Media, Content, and Website Design & Development
- Experience working in collaboration with account and project managers
- Strong interpersonal, written, and verbal communication skills
- Ability to work effectively and lead in a cross-functional dynamic team environment
- Ability to maintain a positive, professional demeanor at all times
- Strong attention to detail
- Ability to work autonomously in a remote working environment
- You must have a reliable home-office or remote working space available for focused work and video conferencing
- Previous remote working experience preferred

Benefits and Culture:

- Work from anywhere in the U.S.
- Competitive pay
- Excellent Health Benefits. Benefits start the first day of the month after the hire date
- Matching 401k up to 4%
- 10 Paid holidays per year
- Unlimited PTO
- Daily dedicated “do not disturb” time for everyone
- Strong Life/Work balance philosophy