

## **Job Description**

**Job title:** Performance Marketing Specialist  
**Reporting to:** Marketing Manager  
**Location:** Kelana Jaya, Selangor.

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Founded in 2015, Carsome is Malaysia's first online automotive portal that connects car buyers and sellers to new and used car dealers respectively, providing them a platform to trade seamlessly. For car selling, Carsome empowers sellers to sell their cars in less than 24h with full transparency and no paperwork hassle, and ensures dealers a constant first-class supply of thoroughly inspected cars. For car buying, Carsome guarantees buyers the best offers in town by providing up to 5 upfront offers, and dealers a cost-effective channel to genuine leads.

### **Job Overview**

The primary responsibility of Performance Marketing Specialist is to support the Marketing Manager in planning, implementing, analysing, developing and optimising Carsome overall digital marketing campaigns across the regions. This role will mainly focus on Carsome's paid search & display activities based on the business's property acquisition targets and the performance marketing strategy. The role will also be expected to provide actionable insights and recommendations on how to improve performance for these channels.

This will include implementing lead generation campaigns across the regions (Malaysia, Singapore, Australia, Indonesia, Thailand) in English. The role will work on the supply side by implementing lead generation campaigns in order to grow the requests in either car selling or buying across the regions. The role will also be involved in implementing and optimising an ongoing testing & optimization cycle in order to push volumes and improve cost per acquisition.

The core requirements for this role are a strong analytical mindset and approach, a desire to learn from and be involved in a fast growing digital start-up. Digital marketing experience would be an advantage but we will consider applicants who can demonstrate a strong analytical mindset.

### **Responsibilities**

#### **1) Building new lead generation campaigns**

A large part of this role will be focused on researching qualified keyword lists and keyword mining while also identifying better lead generation methodologies and building our various acquisition channels in order to capture more qualified leads from our targeted territories. This will involve researching keywords and building creative across our different regions and targeting various geographical locations. Display activities across the web, including social media platforms, will also be developed in order to reach a qualified audience and increase volumes into the website. Our lead generation campaigns are developed using a combination of channels. This activity will be built around identifying our key target audience and exploiting these by executing campaigns rapidly and ensuring that the campaigns are able to drive quality leads.

The role will also be responsible with liaising with the business development and customer service teams in order to co-ordinate these various activities and ensure that we maintain a continuous cycle in our key messaging and execution. A prioritised list of target audience will be developed and agreed with the Marketing Manager in order to ensure that volumes are being scaled appropriately to meet Carsome's ambitious acquisition targets.

Concrete examples of tasks involved:

- Researching keyword lists in different territories
- Writing and optimising search creative for different regions
- Developing and maintaining display network campaigns
- Adding new SEM campaigns as and when appropriate
- Developing and maintaining lead generation campaigns on channels such as social media platforms

## **2) Optimising existing campaigns**

Beyond building new campaigns, this role will also spend a large amount of time supporting the continuous testing and optimisation of all Carsome's lead generation campaigns.

This will involve drafting new text & display creatives and testing these in a consistent way, implementing learned best practices across accounts. Landing pages will also be developed and tested for improved conversion rate. A clear optimisation schedule will be developed by the Marketing Manager in order to ensure that our volume building activities are delivering optimal profitability and that learnings are continually being applied to our accounts and across the team.

Concrete examples of tasks involved:

- Optimise and test new ad copies
- Get new creative designed (by our in-house graphic designer) and tested
- Optimise and test creative
- Build & test new landing pages
- Test and report on new optimisation & targeting strategies

## **3) Reporting on performance**

KPI reports will be generated on a daily/weekly basis and reviewed with the Marketing Manager in order to assess opportunities/issues and deliver a clearly prioritised task list reflecting Carsome's business objectives.

The Performance Marketing Specialist will work with the Marketing Manager in order to identify opportunities and agree on key areas requiring attention.

Concrete examples of tasks involved:

- Daily/weekly KPI report review with the Marketing Manager
- Daily/Weekly prioritisation of workload in line with targets and opportunities



**The ideal candidate shall**

- Have a strong & demonstrable understanding of data analysis
- Have an understanding of online marketing principles
- Have an understanding of the digital environment
- Be comfortable with online reporting tools and tracking methodology
- Have a strong can-do attitude
- Have a good commercial sense and be able to spot & exploit opportunities in a pro-active manner
- Want to gain experience of working in a multinational SEA internet business
- Have an advanced knowledge of Microsoft Excel
- Be ready to work in a fast-paced and highly ambitious company
- Be able to build rapport in cross-functional teams

**Required skills / education**

- Fluent written/spoken English
- At least 2-year experience in Performance Marketing

To apply, please send your CV (ref: Performance Marketing Specialist) to [info@carsome.my](mailto:info@carsome.my).