

Campaigns Director/Senior Manager/Manager (Lead Generation)

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Company: Welovesupermom Pte Ltd

Location: Vietnam

Category: other-general

Supermom, a fast-growing AI data powerhouse, has a mission to enable parents and families to live better and smarter in Southeast Asia. Boasting one of the largest family communities in Singapore and expanding fast in Indonesia and Malaysia, as well as other SEA countries, we are now looking for a **Campaigns Director/Senior Manager (Lead Generation)** , to be part of this exciting growth story.

Responsibilities

Strategise and create multi-channel marketing plans to deliver on lead generation campaigns for various client accounts. Channels include farming and email/Whatsapp marketing to existing bases, paid advertising, community marketing, events and partnerships, telesales, offline promoters, etc.

Brief, project manage, and oversee the quality of work from a team of performance specialists, CRM specialists, data processing specialists, copywriters and designers, to deliver on campaigns. If needed, source for suppliers/freelancers and onboard them.

Forecast budget/CPL and timelines for campaigns.

Constantly monitor performance across multiple campaigns, and be agile in moving resources across campaigns or changing creatives/channels as needed, understanding drop-out points throughout the journey and troubleshoot accordingly, ultimately ensuring all deliverables are submitted on time and spend is within budget.

Drive more sophistication in source attribution and performance measurement.

Understand our target audiences' behaviours, as well as analyse and segment our existing base, to improve new user acquisition and cross-sell.

Continually find ways to optimise campaigns and maximise margins.

Build long-term strategies for user acquisition while managing short-term fulfilment.

Interact directly with clients for day-to-day operations, building positive relationships with them to facilitate renewal or other business opportunities.

Responsible for timely billing of clients.

Be the subject matter expert for omnichannel lead generation campaigns, advising on best practice, feasibility, pricing/CPL, as well as timeline and budget needed for new campaigns/clients.

Requirements

Minimum 8 years' experience in user acquisition marketing, either with B2C brands or with agencies

Minimum 2 years' experience in people management

Proven experience in managing successful B2C demand generation programmes

Hands-on experience in CRM/lifecycle marketing and/or performance marketing is a big plus

Working knowledge of Hubspot and GA4

Excellent time management and project management; able to multitask and handle multiple campaigns at the same time

Agile when solving a range of implementation or operational issues

Good interpersonal skills to deal with different types of clients, internal colleagues and stakeholders

Meticulous and detail-oriented

Proficient in written and spoken English

Benefits

What we offer

Robust compensation package: Base-plus-commissions

Bonus plans based on individual, team and/or campaign performances

Comprehensive ongoing training and professional development career path programs

Team-based workplace dynamic with vibrant talent collaborating toward common objectives and goals

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