

JOB DESCRIPTION

Role: Performance Marketing Executive
Reports to: Marketing Manager, Asia Pacific
Location: Singapore

The Role

The Performance Marketing Executive will support the execution of the region's marketing activities, to drive and monitor performance across BIPO's digital and social media platforms.

Responsibilities

- Work with the Marketing Manager to develop the overall digital marketing and content strategy
- Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, social media, EDMs, Mobile, Display)
- Create engaging digital content for publishing onto various digital platforms, including concept, production and sourcing of vendors
- Maintain, update content on the brand website, ensuring relevant tracking tools are in place
- Manage digital advertising campaigns (SEM, Display, Social, etc)
- Manage SEO/SEM campaigns
- Set up conversion, pixel, and event tracking on the website and across various digital platforms
- Market research (market trends, brand's audiences and competitors, consumer journey, etc) to drive engagement and conversions
- Analyse digital marketing analytics and share insights with the team to develop optimisation plans
- Stay "in-the-know" of emerging digital tools and platforms, digital marketing trends, new technologies, and share insights with the rest of the team
- Initiate and execute innovative demand and lead generation plans, in particular EDMs
- Monitor traffic on all social media platforms – posting, scheduling, analysing, etc
- Edit photos, videos and graphics across multiple social media platforms as required
- Compile marketing analytics and statistics

Technical Skills and Competencies

- Diploma in Marketing, Communications or Business
- Fluent in English and Mandarin
- Excellent copywriting skills
- Social media savvy (LinkedIn, Facebook, Instagram)
- Familiar with Adobe Photoshop, Illustrator, WordPress, HTML
- Knowledge of Google Analytics, Google Adwords, Facebook Ad Manager ideal
- Understanding of SEO and SEM
- Hands-on knowledge of CRM platforms (Hubspot, Mailchimp, Hootsuite, etc)
- Ability to multi-task and work within tight timelines

Useful links

- Website: www.biposervice.com
- Facebook: <https://www.facebook.com/biposvc>
- LinkedIn: <https://www.linkedin.com/company/bipo-svc/>

To apply for this role, please contact [**asean.hr@biposervice.com**](mailto:asean.hr@biposervice.com)

About BIPO

At BIPO, our passion for technology and innovation empowers businesses across the globe with increased efficiency and convenience.

Our enterprise-ready **HR Management System (HRMS)** platform automates HR processes, simplifies workflows, and delivers actionable insights to build the best Employee Experience. Complemented by our **payroll outsourcing solutions** and **global PEO services**, we support businesses to manage today's global workforce.

We are better connected to support your payroll and people solutions needs through a global network of 27+ offices, four R&D centers, and business partners across 100+ countries.

Our products & services

- HR Management System (HRMS)
- Global Payroll and HR outsourcing
- Professional Employer Organisation (PEO)