

Job SUCCESS PROFILE

Role: Performance Marketing Manager

Reports To: Head of Marketing



Role Title: Performance Marketing Manager (operating across UK and US)

Function: Marketing

Reports to: Head of Marketing

Location: Milton Park (min 4 days per week)

Job Level: Mid-Level Manager/Individual Contributor

Position Purpose

To develop, execute, and optimize data-driven digital marketing campaigns across performance channels (e.g., paid search, paid social, programmatic, and affiliate marketing) in order to achieve customer database growth (acquisition and retention), conversion, and revenue goals in the UK and US

The Performance Marketing Manager is responsible for maximizing profitable growth in both the short and medium term through continuous testing, analysis, and refinement of campaign strategies, partnering with internal and external stakeholders to do so

Key Accountabilities

- Manage performance marketing budgets by market and optimize investment allocation based on CAC, Customer Lifetime Value (CLTV) and ROAS – identifying the right metric for the desired activity/channel
- Own day-to-day campaign management across Meta, Google (Search, Shopping, YouTube), TikTok, and programmatic for both UK and US markets – working alongside agency to ensure clear visibility of spend and performance
- Adapt paid media strategies to local market insights, competitive landscape, and seasonal trends.
- Collaborate with in-house and external creative partners to tailor ad content to market preferences – lead content creation needs for paid media channels
- Coordinate with e-commerce, CRM, brand, and analytics teams to align acquisition with conversion and retention goals.
- Report on campaign / channel and content performance with local market breakdowns and actionable insights.
- Stay on top of regulatory, privacy, and platform developments in both UK and US (e.g., GDPR, CCPA).
- Manage agencies or freelancers supporting regional performance marketing efforts.

Success Factors

1. Competencies

Competency	Description
Global Perspective	Adjusts strategies based on market-specific trends, cultural preferences, and consumer behaviours.
Manages Ambiguity	Navigates platform changes and regional differences with confidence.

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Competency	Description
Tech Savvy	Technical platform knowledge – familiarity with all tracking tools and attribution models.
Plans and Aligns	Balances media calendars and investment across UK and US with precision.
Action Oriented	Reacts swiftly to performance changes and implements optimizations.
Collaborates	Works cross-functionally across regions and departments.
Drives Results	Relentlessly focused on key metrics: CAC, CLTV , ROAS, revenue contribution.
Communicates Effectively	Tailors' communication to global stakeholders, sharing market-relevant insights.

2. Experiences

- 3–5 years in digital performance marketing, managing campaigns in both the **US and UK** (in-house Retail preferable).
- Hands-on experience managing paid media campaigns across Meta, Google Ads, YouTube, TikTok, and/or Programmatic.
- Demonstrated ability to scale paid acquisition efficiently while adapting to market differences.
- Experience working with creative teams or agencies to deliver localized creative assets.
- Familiarity with GA4, Shopify, Meta Ads Manager, Google Shopping, and performance analytics tools (e.g., Looker, Tableau).
- Knowledge of GDPR, CCPA, and local media buying regulations is a plus.

3. Traits

Trait	Ideal Profile
Analytical	Skilled at interpreting and translating regional performance data into action.
Culturally Aware	Understands nuance in tone, design, and timing across UK and US audiences.
Proactive	Takes ownership of outcomes in a fast-paced, cross-border environment.
Detail-Oriented	Meticulous with tracking, targeting, and spend allocation.
Commercially Driven	Ties paid performance to revenue and customer growth, not just metrics

4. Drivers

Driver	Why It Matters
Achievement	Energised by performance wins, metric gains, and visible contribution to growth.
Learning	Motivated to stay on top of emerging tools, trends, and cross-market strategies.
Influence	Enjoys shaping campaign direction and performance insights across regions.
Autonomy	Values ownership of campaigns and responsibility for market outcomes.

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5. Measures of Success (KPIs)

- CAC and ROAS performance by region (US / UK)
- Paid channel revenue contribution split by market
- Conversion rate uplift from localised creatives and campaigns
- Testing volume and insights implemented (channel, creative, copy, landing pages)
- % of campaigns delivered on budget and aligned to forecast