



WE'RE HIRING! PERFORMANCE MARKETING MANAGER

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ASIANCE

ARE YOU READY TO CHECK OUT OUR CULTURE?

Asiance Notion blog for more information! →

ABOUT US

Introducing the Marketing Unit in Asiance

Asiance is a digital agency supporting brands in luxury, fashion, beauty, FMCG, and more through all stages of their digital journey in Korea:

Explore: Market research and strategic consultation to guide informed decisions on market entry, digital strategy, etc.

Innovate: Localization and development of digital platforms tailored to client needs.

Amplify: Execution and optimization of digital marketing—social media, paid ads, influencer campaigns, and more.

Our Marketing Unit leads the Amplify stage, managing social channels like Kakao and Instagram, and running paid campaigns on Naver, Kakao, Google, Meta, and other platforms.

We're growing and looking for team players dedicated to delivering high-quality digital results.

Performance Marketing Manager in Asiance

As a Performance Marketing Manager at Asiance, you will lead a team of performance marketers to plan, execute, and optimize paid digital campaigns. You'll develop full-funnel performance marketing strategies aligned with client KPIs and priorities, efficiently manage ad budgets, and deliver actionable insights to improve performance. You'll work closely with Account and Project Managers, who handle direct client communication.

REQUIREMENT

Explore more about Digital Strategy & Innovation team! . → [Link to Notion Blog](#)

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Key Activities

Campaign Planning & Execution

- Plan and execute performance marketing strategies covering major platforms (e.g. Naver, Kakao, Google, Meta) and formats (search, display, video), ensuring they meet clients' objectives and KPIs
- Optimize ad performances by conducting A/B testing and optimizing advanced targeting, keyword searches, bid strategies and media mix.
- Analyze performance data using platforms and tools like Naver, Kakao, and Google Analytics to extract insights and further improve strategies.
- Develop reports with visualization and action plan to best convey next steps of the campaign strategy to clients.
- Lead and oversee the Performance Marketing Team, creating a collaborative environment and high work standards.

Communication Management

- Maintain strong and clear communication with relevant Account and Project Managers throughout project cycles.
- Present performance status with reasoning and convey direction to take for campaign or strategy optimization to internal stakeholders and clients.

Team Leadership & Collaboration

- Supervise the Performance Marketing team operations and ensure a collaborative work environment that produces high-quality project deliverables.
- Support and mentor team members to achieve project and individual performance goals.

Report & Escalation

- Report project status and updates directly to the Marketing Unit Leader.
- Escalate critical project issues in a timely and solution-oriented manner.

Qualification

Skills :

- Minimum 6 years of experience in B2B performance marketing or data analysis, preferably within an agency environment, with proven success managing campaigns across local and global platforms (Naver, Kakao, Google, Meta) for luxury, fashion, or cosmetics clients.
- Strong team leadership and project management skills with a proactive, solution-oriented mindset and high attention to detail
- Excellent communication skills in Korean (native) and business-level English, capable of engaging internal and external stakeholders effectively
- Highly organized and efficient, able to manage multiple projects simultaneously and adapt quickly as a fast learner
- Proficient in MS Office (PPT, Excel, Word) and Google Drive, with familiarity in analytics tools like Google Analytics and Google Tag Manager

Preferred Skills:

- Project management certification or relevant training
- Strong presentation and communication skills
- Experience with productivity/design tools such as Notion and/or Figma
- Background in e-commerce or mobile app marketing

HOW TO APPLY

입사지원
Apply

서류전형
Resume Screening

면접전형
Interviews

연봉협상
Salary Discussion

최종 합격
Final Offer

Submit your English / Korean resume, cover letter and / or portfolio via [HERE](#).

[여기](#) 링크를 통해 국/영문 이력서, 커버레터, 포트폴리오 제출

