



## RECRUITMENT INFORMATION

DSquare is looking for qualified candidates for following position:

**Position** : **HEAD OF PERFORMANCE DEPARTMENT**  
**Report to** : **CEO/MANAGING DIRECTOR**  
**Working place** : 54-56 Hoa Đào, P.2, Q.Phú Nhuận

### **I/ JOB DESCRIPTION:**

#### **1. Performance Service Capability (40%)**

- Play an active role in the formulation of the Performance services through deep understanding of performance marketing platforms, analytics platforms and data-driven acquisition strategies
- Take lead in media strategy planning with ROI-based approaches
- Develop strategic partnership with all media and channel owners
- Spearheads the performance service with personalized content creation and distribution

#### **2. Performance Service Operation (30%)**

- Manage work load and quality of Performance Department
- Ensure the revenue target of performance service from planning to execution stage
- Lead the campaign data visualization, analysis and optimization to ensure the best ROI for Client
- Lead the collaboration with other Department for performance service related matters

#### **3. Performance Department Development (20%)**

- Provide team members with professional knowledge training and soft skill development
- Work our career development plan for each team member and assist them in achieving their goals
- Lead the discussion with BOM for development of performance business, capability and working process

#### **4. R&D on Performance Service (10%)**

- Dedicate for updates on changes to all platforms and technology which have direct impact on performance marketing services
- Build up knowledge of performance services within the organization via knowledge management and cross department sharing activities

### **II/ JOB REQUIREMENT:**

- University/College graduates majoring in Marketing/Business/Mathematics
- Minimum 8 years of relevant working experience and minimum 2 years in similar positions
- Deep understanding at expert level of performance service: users, platforms, channels and media suppliers
- Extended network with both clients, media partners and other players in the market
- Expert knowledge of SEM (paid/organic), Display, social paid ads, and retargeting
- Master Google & FB products such as Webmaster tools, keyword planner, Tag Manager, FB ecosystem, FB advert tools, FB advert insights across platform,
- Strong capability of content planning and execution for search activities
- Strong understanding of conversion and ROI for performance marketing
- Strong data & analytical skills is a must
- Strong communication skills in both Vietnamese & English
- Experienced with data analysis tools



- Strategic thinking, ability to see the big picture and business minded
- Risk analysis and management capability
- Strong interpersonal skill, willing to learn & lead the discussion for solution

**POLICY & BENEFITS:**

Salary: Negotiate.

Others: As policy.

Please kindly send CV via [humancapital@squaregroup.com.vn](mailto:humancapital@squaregroup.com.vn) or phone **08. 3517 2620/ Ext: 320** for more details.

**HUMAN CAPITAL DEPARTMENT**