

Job Title: Assistant Marketing Manager (Performance & Growth)

Location: Hong Kong (HQ) / Remote

Department: Marketing & Growth

Reports to: Marketing Manager / Head of Growth

Role Purpose

The Assistant Marketing Manager at Floship is the engine room of our lead generation. Beyond brand awareness, you will be responsible for the health, monitoring, and scaling of our digital advertising ecosystem. You will turn data into high-quality leads (MQLs) for our sales team, ensuring every dollar spent on ads translates into growth for Floship's global fulfillment network.

Expanded Work Scope: Advertising & Lead Gen

1. End-to-End Advertisement Monitoring

- **Daily Oversight:** Actively monitor the health of global ad accounts across **LinkedIn, Google Ads (Search/Display), and Meta**.
- **Budget Stewardship:** Track daily spend to ensure campaigns stay within budget while hitting target impression and reach goals.
- **Competitor Ad Tracking:** Monitor competitor ad spend and creative strategies to ensure Floship maintains a dominant "Share of Voice" in the Logtech space.

2. Performance Optimization

- **A/B Testing:** Design and execute rigorous split tests for ad copy, landing pages, and creative assets to lower **Customer Acquisition Cost (CAC)**.
- **Funnel Refinement:** Analyze the user journey from "Ad Click" to "Lead Form Submission," identifying and fixing friction points in the conversion funnel.
- **Creative Iteration:** Work with designers to refresh ad creatives based on performance data (e.g., swapping low-performing images for high-performing video content).

3. Strategic Lead Generation

- **Lead Quality Management:** Implement lead scoring and filtering to ensure the Sales team receives "Sales Ready" leads rather than junk data.

- **Inbound Strategy:** Optimize "Lead Magnets" (e.g., Crowdfunding Calculators, E-commerce Shipping Guides) to capture high-intent prospects.
- **Retargeting:** Build sophisticated retargeting sequences to re-engage warm prospects who have visited Floship's pricing or integration pages.

4. Data Reporting & Attribution

- **ROI Analysis:** Prepare weekly reports on **Cost Per Lead (CPL)** and **Lead-to-Opportunity** conversion rates.
- **Attribution Modeling:** Use HubSpot or Google Analytics to determine which channels (Organic vs. Paid) are driving the most valuable long-term clients.

Updated Technical Requirements

- **Ad Platforms:** Expert-level navigation of **LinkedIn Campaign Manager** (crucial for B2B) and **Google Ads**.
- **Analytics:** High proficiency in **Google Analytics 4 (GA4)** and setting up conversion events/pixels.
- **CRM:** Hands-on experience with **HubSpot** (or Salesforce) for lead tracking and automated email nurturing.
- **Optimization Tools:** Familiarity with heatmapping tools (Hotjar/Lucky Orange) or A/B testing software.

The "Floship" Performance Mindset

We aren't looking for someone to just "run ads"; we want someone obsessed with the **Efficiency of Growth**. We build the digital bridges that connect global e-commerce pioneers to the world's most sophisticated logistics engine. We are looking for an **Efficiency Architect** who finds genuine excitement in the "Why" behind the data.