

Job Role Document | The Invisible Paintbrush

Sr. Manager: Performance Marketing & Paid Media

Hi there, and welcome to [The Invisible Paintbrush](#) – we're a small agency for small businesses, but with big dreams!

We vehemently believe that small businesses deserve an equal chance in the digital playing field, and we think of ourselves as equalisers. This is why we consciously choose to work almost exclusively with start-ups, family businesses, solopreneurs, and such, and not with big, established, legacy brands.

Our work usually cuts across the entire marketing journey, and we try and offer 'end-to-end' services, but we're best at strategy, design, and creative. Although, in most cases, what we really offer is complete brand ownership, that not only drives the marketing but also the business strategy.

But it's not the outside that we're proud of most – it's the inside. Our culture and our values make us who we are. At Invisible, clients do not come before team members, profits do not come before purpose, and words do not come before actions. We understand that we are in the business of talent, and so we do everything we can to make our teams happier – even if it increases our costs.

We don't work on weekends, holidays, or after-hours. We do not treat clients like gods, and we take mental wellbeing seriously. We also have free Netflix.

Having set up our operations only about a year ago, we're a young agency, and still a small team of just 18 people. But, we're growing fast! And so, we're now looking to build a team of wonderful designers, awesome marketers, and sick strategists, who share our passion for small business, and our distaste for the 'agency life'.

If that sounds like you, we'd love to chat!

Designation:

Sr. Manager – Performance Marketing & Paid Media

Experience:

2 years or more of agency/marketing experience

CTC:

6 to 7 lacs per annum (based on skill and experience)

Reporting Manager:

Lead – Social Media & Brand Strategy and/or CEO

Location:

Bangalore, India or Work From Home

One-Line Job Description:

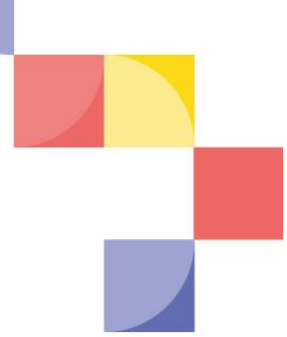
Create, execute, and manage performance marketing and paid media campaigns

Key Responsibilities:

- End to end management of performance marketing/paid media strategies for brands, including the core strategy, audience targeting, platform strategy, budgeting, campaign development, funnel management.
- Liaise directly with clients/brands to present paid media strategies, identify and execute feedback, and define the way forward
- Track and analyse campaign performance, and share performance reports with the client
- Identify, track, and report on key performance metrics to maintain the overall health of the account and to achieve brand objectives
- Support and guide junior managers and the overall paid media team with the aim of improving internal processes and efficiency of the agency as a whole

Key Skills:

Performance Marketing, Ads Management, Analytics, Team Management (Facebook, Instagram, LinkedIn, and Search)



How to apply?

In order to apply for this role, kindly write to us at careers@theinvisiblepaintbrush.com

Use the subject line: “Senior Manager – Paid Media – Applicant Name”

Include the following details in your email:

- Updated CV / Resume
- LinkedIn Profile
- Work Sample / Writing Sample
- Earliest Date of Joining
- Current CTC
- Expected CTC
- Work from Home/Office Preference
- Contact Phone Number

PS: Please make sure you add “careers@theinvisiblepaintbrush.com” to your contacts to ensure you receive our communication in a timely manner.