

JOB DESCRIPTION

Role: Sr Manager - Performance Marketing / Lead – Performance Marketing.

ITW Universe is one of the world's leading sports, entertainment, media and lifestyle consulting firms, with its global footprint spread across four continents and a dozen offices. With offerings that cover the entire value chain from on-ground sports properties to digital first media plans, ITW offers marketing solutions for every budget and every niche. ITW's reputation and penchant for disruptive business solutions have changed the game for how brands view the platforms of sports, entertainment and media with a vision for out-of-the box, integrated strategic marketing solutions turbocharged by emerging and future technologies. With vast experience and long-standing relationships with leading sports bodies, and rights holders around the globe, ITW supercharges brands with the power of sports. We are India's largest full stack sports agency, placing brands in the middle of top-notch sporting action, be it around the ground, on the jersey, or on the broadcast. We offer our clients a one shop window to a whole gamut of services that approach every aspect of sports business from a macro perspective.

www.itwuniverse.com

ITW Integrated Marketing Services

We're all about solving real world marketing problems that brands and organizations face today in their journey of growth. By seamlessly blending customer insights, with creative innovations, we craft impactful, forward-thinking solutions that captivate audiences and drive results.

Role Overview:

We are seeking a results-driven Performance Marketing Lead with 10+ years of experience, preferably from a digital marketing agency background, to join our team in Gurugram. In this role, you will be responsible for designing, executing, and optimizing data-driven marketing campaigns across digital channels. You'll analyze performance metrics, refine strategies in real time, and collaborate cross-functionally to drive measurable business outcomes.

Key Responsibilities

- Develop and implement performance marketing strategies aligned with business objectives.
- Plan, launch, and optimize paid advertising campaigns—particularly Google App Campaigns (UAC), Performance Max (PMax), and Shopping campaigns.
- Conduct market research and competitive analysis to identify growth opportunities.
- Monitor, analyze, and report on campaign performance using key metrics (ROAS, CAC, LTV, CVR, etc.).
- Collaborate with internal stakeholders (product, sales, creative, and analytics teams) to ensure cohesive messaging and campaign execution.
- Manage customer acquisition and engagement initiatives with a strong focus on ROI.
- Continuously test, and scale high-performing campaigns in a fast-paced environment.

Qualifications & Skills

- Proven expertise in Google App Campaigns (UAC) and e-commerce performance marketing, with hands-on experience in Shopping campaigns and Performance Max (PMax).
- Strong analytical mindset with the ability to translate data into actionable insights.
- Excellent communication and customer service skills.
- Demonstrated experience in developing and executing integrated marketing strategies.
- Ability to manage multiple projects simultaneously in a dynamic, fast-paced setting.
- Strong organizational, problem-solving, and time-management abilities.
- Bachelor's degree in marketing, Business, or a related field.

What We Offer:

- An opportunity to work with a dynamic team in a fast-paced environment.
- Exposure to leading brands and innovative projects in the media industry.
- Career growth opportunities in a global organization.

If interested, please email your resume with the role title mentioned in the subject line to hr@itwconsulting.in