



PERFORMANCE MARKETING MANAGER

FULL-TIME

DHARMA: TRAVEL-TECH INDUSTRY

LOCATION: Remote, preferred time zones between GMT-5 and GMT+5

DHARMA is a fast-growing, travel-tech startup whose innovative B2B2C business model creates, builds, launches, and operates trips and events for influential people and brands created around passion points - from fashion to wellness to food and wine. Together, we are creating a world where travel isn't about the WHERE but about the WHY.

About this role

As Performance Marketing Manager at DHARMA your core responsibility is to build, manage and optimize the paid digital marketing strategy (SEM and non-SEM) across various channels including SEA, display, native and paid social. You deploy growth strategies to achieve quality traffic and booked revenue targets while maximizing ROAS and budget efficiency. You thrive as a hands-on team player, able to lead campaign strategy in the morning and brief creative if required in the afternoon.

Who you are

You establish paid influencer marketing strategies that amplify our Talent, support organic efforts and build DHARMA's audiences. You lead native advertising that grows our content marketing performance and you deliver programmatic advertising across the best user acquisition platforms for DHARMA. You balance SEO and SEM, determining the most effective and profitable way to deliver traffic. You build custom-fit digital marketing solutions that develop nurture streams for all of DHARMA's audience types. As the channel head you track and report against KPIs, OKRs and budgets while also providing insights that enhance our performance and innovate our approach.

Who you will be working with

You will report to the Marketing Manager as part of the Marketing and Growth team. You'll work collaboratively with internal teams and extensively across the organization to launch and optimize lead gen campaigns, respond to inventory needs and maximize yield. You'll build and launch paid and performance campaigns across paid social and other platforms. You'll be responsible for analytics and performance and you'll deliver smart, actionable insights that raise performance and efficiency.

What you would be working on

Together with the Director of Marketing, a key focus will be to drive ongoing improvements in the Marketing function. The three main pillars of this role are managing, developing and delivering as follows:

1. MANAGE



- **Performance Marketing.** Responsible for the development, delivery, budget management and optimisation of digital marketing across paid social, display, native and SEA.
- **Digital Advertising Strategy.** Deliver efficient and effective ultra on-brand digital initiatives for go-to-market, lead-generation and nurturing that ultimately meets revenue and audience growth targets.
- **Influencer Marketing.** Develop, implement and optimize cross channel and cross platform paid strategies for cold, warm and hot audiences that deliver against KPIs and OKRs while amplifying the organic efforts of both DHARMA and our Talent.
- **Performance Impact.** Manage and report on performance metrics for internal teams and Talent that provides tactical response, in-flight reporting and insightful post campaign analyses across all performance marketing. The development of reporting should lead us ultimately to benchmarks and a digital dashboard.

2. DEVELOP

- **Content Marketing.** Build and deliver performance marketing and native advertising shaped around the content marketing KPIs and strategy.
- **Future-proofed Strategy.** Develop an innovative and forward thinking approach that utilizes the efficiency of AI to drive greater paid media effectiveness that is first-party data focused and built around next-generation, post-cookie industry containers.
- **Creative.** Strategize and brief together with Marketing Manager and Social Media team. Develop innovative and creative strategies for executing digital advertising campaigns.
- **SEM Balancing.** Oversee an integrated approach that delivers traffic growth in the most effective and profitable way across SEA and SEO, embracing strategies that lower CPC costs. Hold co-responsibility together with the content, marketplace and development teams for the development and delivery of an SEO strategy across on-page, off-page, and technical.

3. DELIVER

- **Analytics.** Deliver weekly, monthly and quarterly performance tracking and reporting of campaigns, KPIs and OKRs. Together with the Marketplace Manager ensure that tracking and tags are structured and implemented for flexible and holistic reporting and analytics.



- **Insights.** Proactively present valuable insights and recommendations from GA4, as well as digital advertising and marketing platforms that enhance our understanding and approach to our platform, campaigns, audiences, Talent and competitors.
- **Innovation.** Be the catalyst that embraces experimentation. Identify and explore opportunities with special focus to new platforms, audience targeting and competitor insight tools.
- **Attribution model.** Contribute to the development of a cross-channel attribution model for DHARMA and then project manage its delivery, implementation and optimization.
- **Playbook.** Author the Performance and Paid marketing documentation that becomes an up-to-date source of truth for how we deliver efficient, effective and scalable performance marketing that grows reach, engagement and profitable revenue.
- **Collaboration.** Alongside seamless integration into the marketing team, work cross-function with internal departments such as Talent, Development and Sales to support excellence and outstanding digital experiences across partner marketing, customer acquisition and user journey.

Additional skills you bring

- 4-5+ years experience in paid media and performance marketing.
- Previous experience with a focus on paid social would be a plus.
- Previous experience across performance and programmatic marketing.
- You'll be comfortable with creative briefing and also building ad units to on-brand standards.
- AI automation will be part of your toolbox and AI innovation will be part of your approach.
- Truly adept in GA4 and tracking. Provide valuable insights as well as analysis and reporting.
- You have a growth mindset. You are resourceful. You knock down walls.
- Confidence that your copy skills in English are second to none [minimum C1].
- Strong interpersonal skills, experience managing cross-cultural and geographically dispersed teams, and possessing a strong ability to motivate others.
- Proactive, self-motivated, and an entrepreneurial spirit, ability to take bold initiative, and desire to exceed expectations.

More about our team

We are a highly diverse, close-knit team of colleagues – an open, honest, highly respectful and self-accountable group of people who work in an environment of mutual trust and support. We understand the value of work/life balance, and all our team members enjoy flexible working hours and working from home.

Perks and Benefits:



- Exciting startup environment
- Ambitious progression framework
- Inspiring stock option scheme (ESOPs)
- Competitive annual leave
- Discretionary bonus scheme - TBD (performance-based)
- Computer provided
- Flexible hours
- Opportunity to annually attend a DHARMA trip

Hiring Process

Our goal is to give you the opportunity to present yourself in a supportive environment. Your first point of contact will be with our People Team for a brief video chat. We will provide space for you to ask questions about the company and role. If we both feel a connection, we will invite you to respond to a Technical Assessment that simulates the kind of work you would be producing should you be hired for the role. You will then meet with the Hiring Manager to review this assessment together followed by a final Team Interview.

You're still here. And that's a good sign.

Building the travel company we wish existed is so much more than a checklist.

Research tells us that some candidates are put off from applying because they do not tick every box. We recognize that people come with a wealth of knowledge and experience beyond just the technical requirements of the job. If your experience is close to what you see listed here, but you don't tick every box, please still consider applying. Diversity of experience and passion for the tech and travel industry as a whole are the keys to innovation and excellence; therefore, we encourage people of all backgrounds to apply to our positions. Please let us know if you require any additional accommodations during this recruitment process.

To apply for this position, please send us your CV and cover letter. To do this you can submit the job application form linked [here](#).