



PR/096005 | Performance Marketing

## Job Information

**Recruiter**

JAC Recruitment Vietnam Co., Ltd

**Job ID**

1599241

**Industry**

Education

**Job Type**

Permanent Full-time

**Location**

Vietnam

**Salary**

Negotiable, based on experience

**Refreshed**

June 26th, 2026 11:03

## General Requirements

**Minimum Experience Level**

Over 1 year

**Career Level**

Mid Career

**Minimum English Level**

Basic

**Minimum Japanese Level**

None

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

## Job Description

### OVERVIEW

Location: Hanoi

For a prominent English education provider with over hundreds of English schools and language centers in Asia

### JOB RESPONSIBILITIES

- Plan, set up, and optimize Facebook Ads and SEO activities (Google Ads is a plus).
- Develop a comprehensive SEO strategy (On-page, Off-page, Technical SEO) combined with paid advertising campaigns to optimize customer acquisition cost (CAC).
- Conduct keyword research to support both website SEO and keyword optimization for Google Ads.
- Manage campaigns, budgets, and targeting; monitor and improve CPL, CPA, CTR, Conversion Rate, and ROAS.

- Ensure lead volume and quality according to KPI.
- Work with Design/Marketing teams to improve images, videos, and landing pages to increase conversion rates.
- Set up and manage Pixel, UTM, form tracking — monitor the customer journey from Click → Form/Inbox → Lead → Conversion rate.
- Analyze advertising performance periodically.
- Collaborate with Sales & Marketing Content teams to evaluate quality from Lead → Appointment → Closed deals.

#### **JOB REQUIREMENTS**

- At least 1 year of experience running Facebook Ads (required) or multi-channel campaigns.
- Hands-on experience in setting up, managing, and optimizing campaigns with real budgets.
- Understand key metrics such as Lead, CPL, CPA, CTR, Conversion Rate; performance-driven mindset (focus on leads/conversions).
- Ability to analyze data, test, measure, and continuously optimize.
- Preferred: experience in education/service industry; knowledge of Google Ads is an advantage.

#### **BENEFITS**

- Salary is negotiable depending on skills and experience
- Full social and health insurance coverage in accordance with regulations.
- Annual leave in accordance to regulations
- Additional bonuses in accordance to company regulations

Due to the volume of applications, only shortlisted candidates will be contacted. Thank you for your interest.  
#LI-JACVN

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Company Description