



PR/096005 | Performance Marketing

## 募集職種

### 人材紹介会社

JAC Recruitment Vietnam Co., Ltd

### 求人ID

1599241

### 業種

教育・学校

### 雇用形態

正社員

### 勤務地

ベトナム

### 給与

経験考慮の上、応相談

### 更新日

2026年06月26日 11:03

## 応募必要条件

### 職務経験

1年以上

### キャリアレベル

中途経験者レベル

### 英語レベル

基礎会話レベル

### 日本語レベル

無し

### 最終学歴

短大卒：準学士号

### 現在のビザ

日本での就労許可は必要ありません

## 募集要項

### 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

**Notice:** By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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会社説明