

## Are you the Senior User Acquisition Manager we're looking for?

PikPok is a leading digital publisher of fun and addictive games across mobile, tablet, and desktop. With a portfolio of original, licensed, and third party developed properties, PikPok delivers games that appeal to all consumers with pick-up-and-play game play, high-quality art, and immersive audio design which provide rich game experiences.

We are strengthening our growth team ahead of major new releases, and we're looking for a Senior User Acquisition Manager that's passionate about growing and scaling up the performance of a great catalogue of games. You possess excellent analytical skills and are 100% ROI oriented – more than anything, you want to make a huge impact on the growth of PikPok.

If this sounds like you, then please apply. We welcome applications from diverse candidates and those with a range of backgrounds, skills, and experiences.

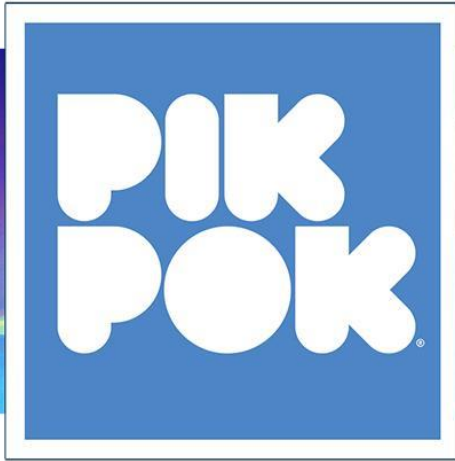
### Major responsibilities area:

#### 1. Provide PikPok with professional services which are recognised as:

- Highly professional and competent
- Offering a superior level of service
- A source of value-added input
- Highly proactive in carrying out its functions
- understanding PikPok strategies/objectives and the support required to achieve these

#### 2. User Acquisition

- Lead and oversee our performance marketing campaigns for our current and upcoming games to deliver a high volume of qualitative installs and achieve ROAS goals
- Monitor, optimize and report on the performance of each campaign on a weekly, monthly and quarterly basis to leads and producers
- Work alongside other marketing team members and find new ways to develop and constantly improve our UA strategy through paid and organic channels
- Work closely with the marketing team to create the best converting ads to maximize acquisition efforts and returns



- Collaborate with cross-functional teams to scope out business opportunities and to deliver results

### **3. Ad monetization**

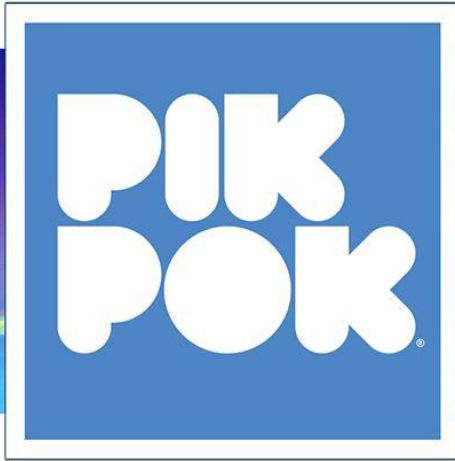
- Manage, analyse and optimize our video ads campaigns running in our portfolio of games
- Collaborate internally with Product teams to provide recommendations and optimizations on ad placements and new ad format adoptions
- Source and negotiate deals with ad networks or directly with other mobile advertisers
- Run A/B test of ad placements, ad waterfall to optimize our advertising monetization efforts
- Build and maintain relationships with top providers

### **4. Skills:**

- Exceptional written and verbal communication skills
- Blend of creativity and analytical skills with a strong results-oriented, metrics driven approach to problem solving
- Strong negotiator, able to manage relationships with stakeholders, ad networks and industry peers
- Aptitude to work outside of your comfort zone and get things done quickly
- Strong ability to multi-task, prioritise and organise effectively
- Strong knowledge and direct hands-on experience with Ironsource, Appsflyer, Facebook & Google mobile advertising platforms required
- Proven ability to effectively influence others without directly managing them
- Strong passion for game, mobile apps and advertising

### **5. Qualifications:**

- At least 3 years of experience in mobile user acquisition, media buying, advertising, or investment banking with a strong record of measurable results
- Experience managing at least 6 digits monthly marketing budget
- BS/BA degree in Science, Math, Marketing or Business
- Fluency with MS Office (Excel, Power Point, Word)
- Strong analytical skills and experience working in metrics based companies



**Bonus Points for:**

- SQL and/or programming Experience is a plus
- Managerial experience
- Multi-lingual

**Contact**

Please send your application along with a digital copy of your résumé/CV to: [careers@pikpok.com](mailto:careers@pikpok.com).  
Additional contact details can be found below and by visiting us online at [www.pikpok.com](http://www.pikpok.com)