User Acquisition Operations Manager

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 building our UA team ahead of major new releases, and we're looking for a User Acquisition Operations Manager that's passionate about optimising the activities of our UA team as well as growing and scaling up the performance of a great catalogue of games. You possess excellent analytical skills and are 100% ROI oriented, but are also an excellent facilitator, communicator, and project coordinator. More than anything, you want to make a huge impact on the growth of PikPok.

Responsibilities:

Operations for User Acquisition activities:

- Project coordinate and facilitate activities necessary for the seamless function of the User Acquisition team,
- Liaise with our in-house Analytics, QA, and development teams, external analytics service providers, advertising platforms, etc to ensure tools, events tracking, etc are working as expected and issues are fixed quickly,
- Request new reports from our in-house Analytics team as needed, clarifying problem statements and hypotheses, and following up with development and other teams to coordinate the generation of these reports,
- Develop or coordinate tools, alerts, or processes which streamline UA team operations.

Analysis for User Acquisition activities:

- Monitor and report performance of each marketing channel on a weekly, monthly and quarterly basis to product owners and other stakeholders,
- Use analytical skills to understand channel economics and optimize marketing activities, in partnership with our in-house analytics team.

Management of User Acquisition campaigns:

- Plan, execute, and analyse user acquisition campaigns across performance UA channels, and optimize based on ROAS,
- Manage allocated UA budget to ensure maximum efficiency of UA spend,

- Work alongside other product, UA, marketing, community, analytics, and GUR team members and find new ways to develop and constantly improve our UA strategy through paid channels,
- Manage our cross promotions and retargeting campaigns.

Skills:
- Exceptional written and verbal communication skills,
- Exceptional analytical skills/understanding with a strong results-oriented, metrics driven approach to problem solving,
- Aptitude to work outside of your comfort zone and get things done quickly,
- Strong ability to multi-task, prioritise and organise effectively,
- Passion for problem-solving,
- Strong passion for game, mobile apps and advertising.

Qualifications:
- 3+ years of experience in mobile user acquisition, media buying or advertising with a strong record of measurable results,
- 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,
- Familiarity with industry platforms, tools, and processes.

Bonus Points for:
- SQL and/or Programming Experience is a plus
- Managerial experience
- Multi-lingual