



Job Description: Performance Marketing Manager

About Enabling Leadership

We have a mission to change the world and we're looking for like-minded individuals to join us! At Enabling Leadership, we believe that creating a different generation of "leaders" is the solution to most of the complex global challenges we face today.

Our unique programs, "EL - Create" (music), "EL - Play" (football) and EL- Build (Lego) are designed to equip children, especially those who are economically and educationally marginalized, to rewrite the definition of being "successful". It is essential to redefine this in terms of people who take responsibility for their own individual, and our shared, combined futures. Our young "leaders" demonstrate and embody these values, principles, behaviours, choices and actions, recognizing that in order for me to win, everyone must win.

Every child can, and should be a leader – a role model, a global citizen and a positive contributor – it is critical for every individual to be this kind of a leader, and not just a handful of people. Now, more than ever, children need to recognize that we live in a shared world and we must learn to collaborate, think creatively and inspire positive action. Learn more at www.enablingleadership.org

Working at Enabling Leadership

As a culture-first organization, we are looking for individuals who embody the values and behaviours we work tirelessly to teach our students every day. Our teams have the opportunity to work with a diverse set of stakeholders including children, parents, school communities, sportspersons, musicians, artists, volunteers, nonprofits, media and educational institutions, and corporates amongst others. We look for individuals who pride themselves on high performance and productivity, whilst also prioritizing individual wellbeing (we don't limit sick leave days, we believe every employee's health comes first!). Our staff design and manage their own schedules, choose where to work from (no cubicles!), and have a dynamic leadership team to work with. Our priority is to develop passionate, responsible, creative and accountable employees, championing our values in today's world.

Function: We are seeking a results-driven and data-savvy **Performance Marketing Manager** to join our Communications team. This role will be instrumental in driving digital campaigns that build brand awareness, increase engagement, and accelerate fundraising efforts. A key focus area will be optimizing and managing our **Google Ad Grants account**, ensuring we maximize its full potential.

Roles & responsibilities:

1. Paid Campaign Strategy & Execution

- Develop and implement performance marketing campaigns across Google Ads (Grants + Paid), Meta, LinkedIn, and other relevant platforms.
- Create and manage keyword strategies, A/B testing, bid optimization, and retargeting efforts.





- Monitor campaign performance and provide detailed reporting on KPIs (CTR, CPC, conversions, etc.).

2. Google Ad Grants Management

- Own and optimize the Google Ad Grants account to ensure compliance with policies and maximum spend utilization.
- Conduct regular audits to improve ad performance and drive high-quality traffic to key landing pages.
- Identify opportunities to convert Ad Grant traffic into meaningful engagement or donations.

3. Analytics & Reporting

- Use tools like Google Analytics, Google Tag Manager to track and measure digital performance.
- Generate weekly/monthly dashboards and provide actionable insights to the communications and fundraising teams.

4. Collaboration & Support

- Work closely with content, design, fundraising, and program teams to plan and align marketing efforts with key campaigns (e.g., Daan Utsav, donor engagement drives, etc).
- Support global campaigns across different geographies.

Education and Skill Requirements

- 3–5 years of experience in performance marketing, with proven success in managing campaigns and budgets.
- Minimum 1–2 years of hands-on experience managing **Google Ad Grants** accounts.
- Certification in Google Ads (Search, Display) and Google Analytics is a plus.
- Strong analytical skills; experience with platforms such as GA4, GTM, and Meta Ads Manager.
- Excellent communication, project management, and organizational skills.
- Passion for the non-profit sector and belief in Enabling Leadership's mission.

Attributes

- Experience working with social impact organizations or cause-led campaigns.
- Understanding of SEO best practices and conversion rate optimization (CRO).
- Familiarity with email marketing platforms and Salesforce.





What We Offer

- A chance to be part of a purpose-driven organization creating real impact.
- A collaborative, inclusive, and dynamic team culture.
- Opportunities for learning, creativity, and growth in a fast-expanding organization.
- Competitive compensation and flexible working arrangements.

Salary: As per market standards, based on experience.

Enabling Leadership is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, colour, national origin, gender, gender identity, sexual orientation, age, among other things, or status as a qualified individual with disability.

To apply, please email your CV to careers@enablingleadership.org

