

# WE ARE HIRING!

## Junior Backend Developer job description (Media Buying team)

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THE MARKETING CLUB is an online advertising agency specialized in quality lead generation. We are a small team of professionals with wide experience in digital marketing, data acquisition, and conversion techniques. We regularly work with a network of specialists who give us vast reach, without the bureaucracy found in larger agencies. We are offering a unique approach with huge potentials and proven results in Asia and in the rest of the world.

### Job brief

Do you want to work in a fun, smart, and energetic environment where you will be challenged, rewarded AND inspired? Come work with a start-up agency making a real difference in how top brands run their businesses.

The Junior Backend Developer will be mainly responsible for integrating API's for lead generation campaigns as well as designing lead generation landing pages using different tools, usually drag & drop funnel builder. Occasionally you will be required to make front-end changes to campaigns using HTML and CSS or form validations using JavaScript. You will be expected to have a general understanding of digital marketing and will learn advanced techniques of media planning and performance marketing, becoming an expert in campaign creation and media buying in Native, Search, FB and GDN. You will also gain analytical skills combined with campaign execution, optimization and reporting.

During your internship, you will be supported by other team members and receive an extensive training and guidance. We might be able to offer a full-time position at the end of the internship.

### Responsibilities

- Integrating API's using PHP;
- Design and implementing landing pages using external user-friendly tools;
- Developing custom scripts to automate processes;
- Participate in development and optimization of lead generation landing pages to improve conversion rate;
- Responsible for digital media buying activities. Knowledge in traditional media buying such as Google Ads, Facebook and other DSPs;

### The Candidate

We are looking for a passionate and driven candidate with a vivid interest in digital marketing and highly eager to succeed. This role is ideal for a candidate who enjoys the natural challenges and creating and executing new projects. A detail oriented and adaptable person, who wants to challenge himself/herself, an individual with a desire to succeed and constantly learn new things will do extremely well.

### Requirements

- Completed or in completion of Bachelor's Degree in related fields;
- General understanding and genuine interest of online marketing;
- Proactive and detail-oriented;
- Good mathematical and analytical skills. Have commercial/budget awareness;
- Appropriate level of technical competence and ability;
- Preferably knowledge of website building and banner design (HTML, WordPress, CSS, Photoshop, MS Excel, etc.);
- Good English verbal and written communication skills.

### What we offer

We offer a fun and supportive work environment and are willing to assist in developing your skills and abilities to further your career opportunities.

- Competitive reimbursement;
- Exciting start-up work environment, dynamic team with flat hierarchies;
- Open discussions and new ideas are highly encouraged;
- Great career mobility and personal growth potential;
- Flexible working schedule.

Did you get a smile while reading this and do you think you have what it takes?  
Drop us a line with a copy of your CV at [hr@themarketingclub.co](mailto:hr@themarketingclub.co)



The Marketing Club