

## Performance Marketing Lead

### Responsibilities

- Plan, launch, and optimise paid campaigns across LinkedIn Ads, Google Ads, and relevant B2B channels targeting enterprise L&D and HR buyers in India and global markets
- Own the paid media budget: Allocate, track, and report on spend vs. pipeline generated with full accountability
- Set up and maintain conversion tracking, UTM structures, and attribution in HubSpot
- Run A/B tests on ad copy, landing pages, audiences, and bidding strategies and document what works
- Deliver a weekly performance dashboard covering CPL, MQL volume, pipeline sourced, and ROAS
- Identify new channels worth testing (programmatic, ABM display, content syndication) and make recommendations with data
- Collaborate with the content and design team on creative briefs, ad assets, and landing page copy
- Contribute to retargeting and nurture strategy for MQLs who don't convert immediately

### Qualifications

- 3-7 years of B2B performance marketing experience, with demonstrable results in pipeline and MQL generation
- Hands-on expertise with LinkedIn Campaign Manager and Google Ads - you set up and manage campaigns yourself
- Strong command of HubSpot or equivalent CRM for lead tracking and campaign attribution
- Comfort working with a lean team - you are a builder, not just a manager of agencies
- Analytical mindset: you make decisions from data, not gut feel, and you present numbers clearly

Nice to have:

- Experience working with B2B SaaS, EdTech, or learning/HR technology is a strong plus

### Hiring organization

ansrsource

### Employment Type

Part-time

### Job Location

Remote in India

### Date posted

April 8, 2026

- Experience with ABM platforms (6sense, Demandbase, Apollo) or intent data tools
- Familiarity with SEO-paid integration and content syndication for demand gen
- Prior experience working with a start-up or early-stage growth team

This is a high-ownership, high-visibility role with a clear mandate: build paid pipeline and prove channel ROI. You'll set up campaigns from scratch, own the numbers, and help establish what's worth scaling.

If you're up for the challenge, please send your portfolio or case study showing 3 different B2B campaigns you ran end-to-end: the brief, the channels, the numbers, and what you learned. We don't need a cover letter, we need proof of work.

### **Equal opportunity statement**

**ansrsource** provides equal employment opportunities to all team members and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, caste, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. We respect and support diverse cultures, backgrounds, talents, and perspectives. We believe embracing diversity and creating an inclusive environment will help us grow and succeed as an organization and better serve learners, who are the ultimate audience for all we create.