

Performance Marketing Manager

Job Title: Performance Marketing Manager

Location: Hybrid in our London office. Also open to candidates in the US or South Africa.

Salary: Competitive, subject to experience

Experience: We're looking for someone with proven hands-on experience running paid campaigns who can hit the ground running

Start Date: ASAP

About Us

IslamicFinanceGuru (IFG) is one of the world's most prominent Islamic fintechs dedicated to empowering Muslims to make smarter financial decisions. With a global reach of over 4 million people every month, we're addressing a significant societal challenge, helping to bridge the wealth gap experienced by many in our community.

Our investment arm, **Cur8 Capital**, is a cutting-edge, Sharia-compliant asset manager offering a multi-asset class approach that includes cash management, fixed income, real estate, private equity, and venture capital. We're breaking AUM records every quarter as we drive forward our ambitious mission to build a brighter financial future for Muslims worldwide.

As our portfolio grows, we want to do more than simply invest capital into great businesses. We want to actively help them grow.

That's where you come in.

About the Role

We're looking for a **Performance Marketing Manager** to work across our portfolio companies, helping them acquire customers and scale through paid advertising.

You'll initially work closely with businesses across a range of sectors, including **healthcare, financial services, and technology**, whilst being deeply embedded with our core content team, with plenty of support, feedback and collaboration from experienced marketing professionals.

Rather than spending years advertising the same product to the same audience, you'll get to solve growth problems across different businesses, industries, markets, and customer types.

You'll be responsible for the full paid acquisition cycle: understanding the business and its customers, developing campaign strategy, launching ads, working with the content team on creative, measuring performance, and continuously improving results.

This isn't an entry-level role. We're looking for someone who already knows their way around paid advertising and can come in, take ownership, and start making an impact quickly.

What You'll Be Doing

Run & Scale Paid Campaigns

- Own paid acquisition across selected portfolio companies, primarily through **Meta and Google Ads**.
- Plan, launch, manage, and optimise campaigns against each business's commercial objectives.
- Manage budgets, understand the unit economics behind your campaigns, and scale what works while maintaining healthy acquisition costs.
- Understand each company's customer, offer, and funnel so you can develop the right paid strategy for that business.

Develop Winning Creative

- Work closely with our **content team** to develop and test new ad concepts, hooks, angles, offers, and formats.
- Use campaign performance to understand why certain creatives work and turn those insights into clear briefs for the next round of content.
- Build a structured testing process that helps us continuously improve creative performance.

Measure, Learn & Improve

- Design and run structured experiments across creative, audiences, offers, and campaigns, with clear hypotheses and measures of success.
- Own measurement and attribution, ensuring we can confidently understand where customers are coming from and what's driving results.
- Monitor the metrics that matter for each portfolio company, focusing on commercial outcomes rather than vanity metrics.
- Make sure tracking is set up correctly across the funnel, including **pixels, conversion APIs, app tracking, and other relevant integrations**.
- Use performance data to identify what's working, what isn't, and where we should invest next.
- Over time, help build a repeatable **paid acquisition playbook** that we can apply to new businesses across the Cur8 portfolio.

What We're Looking For

Experience & skills

We're looking for someone who has already done this before and is comfortable taking ownership from day one.

You should have:

- Proven hands-on experience running and scaling paid advertising campaigns.
- Strong experience with Meta Ads and/or Google Ads, with a good working knowledge of the other.
- Strong numerical and analytical skills. You should be comfortable working with metrics such as CAC, LTV, ROAS, conversion rates, payback periods, and contribution margin, and using them to make decisions about where to spend.
- Experience designing, running, and evaluating structured marketing experiments, rather than simply launching campaigns and seeing what happens.
- A strong understanding of measurement and attribution, including the limitations of platform-reported data.
- Good technical knowledge of marketing tracking, including pixels, conversion APIs, app tracking, events, and conversion tracking.
- A strong understanding of performance marketing, customer acquisition, and conversion funnels.
- Experience managing advertising budgets and being accountable for their performance.
- A good understanding of creative testing and what makes paid ads perform.
- Strong commercial instincts. You care about acquiring valuable customers, not just generating clicks and impressions.
- The ability to work independently and manage campaigns across multiple businesses.

Nice to have:

- Comfortable using AI tools to improve research, analysis, creative development, and day-to-day performance marketing workflows
- Experience working across multiple clients, brands, or business models, such as in an agency environment
- Experience with financial services, healthcare, investing, or other regulated industries

Most importantly, we want someone who can explain:

What was the problem? What did you do? What happened? What did you learn? And what did you do next?

Personal attributes

- Proactive and curious, always looking for new ways to improve campaign performance and test new ideas.
- Strong communicator who enjoys collaboration, sharing insights, and working with different teams.
- Analytical and commercially minded, with a focus on turning marketing spend into meaningful business results.
- Organized, reliable, and able to manage campaigns across multiple portfolio companies at once.

- Passionate about IFG and Cur8's mission and excited to make a tangible impact by helping mission-driven businesses grow.

What You'll Get

- Competitive salary with potential progression as the role grows
- The opportunity to work across **multiple growing businesses rather than a single brand**.
- Exposure to different industries, business models, audiences, and international markets.
- Real ownership over performance marketing strategy and execution.
- Generous self-development and learning budget
- Hybrid working model with flexibility to work from home
- Unlimited holidays and a supportive, mission-driven team culture
- The chance to help grow businesses that genuinely improve people's lives.

Location & Working Style

We're open to candidates across the **UK, US, and South Africa**. This could be a **full-time or part-time role**, and we're also open to candidates who prefer to work with us on a **contract basis**.

If you're full-time and based in or around London, this is a **hybrid role with 2 days per week in our London office (Tuesday and Wednesday)**, with the remainder working remotely.

For candidates based elsewhere in the UK, US, or South Africa, we're open to remote working.

As you'll be supporting portfolio companies operating across different markets, you should also be comfortable collaborating across time zones when required.

Application Process

To apply, please fill out this short [form](#) including:

- Your CV
- Your portfolio, including examples of paid campaigns you've worked on and results where possible
- A covering letter outlining your relevant experiences and what you'd bring to the team (or a video doing the same thing as an alternative, max 5m long)
- A short task (**max 200 words**): propose a paid advertising campaign you'd be excited to test for a pharmacy brand. Briefly explain the idea, who you'd target, and why you think it could work. We're not looking for a detailed strategy, just a sense of how you think.