

JOB ROLE

Campaigns Developer plays an important role in deploying email and sms marketing campaigns. In addition to this, the role also involves audience selection and campaign analysis.

He/She additionally ensures that projects within the marketing department are delivered in a timely manner and that they are always in line with the business guidelines, quality standards, and objectives.

He/She is also responsible for Planning, implementing and managing different campaigns for multiple brands.

JOB DESCRIPTION

- Finalize the criteria of customer base to be targeted for a particular promotional campaign
- Engage with Marketing/Business support team and obtain hit/ conversion ratio details for campaigns executed in previous months and preparing future campaign calendar keeping abreast of current trends in marketing and budget assigned.
- Preparing monthly presentation of all the promotional campaigns/ events executed with results/output and presenting it to senior management.
- Quality check for data extraction and HTML.
- Own and manage campaign deployment thru various modes like client panels, segmentation tools and marketing automation tools
- Use data to mine insights across the member database/ look for patterns and drive business objectives through strategic communication recommendations
- Launch the communication campaigns as per plans; analyse the effectiveness of the initiatives post implementation
- Ensure a best practice and quality control culture is deployed on all deliverables throughout the campaign process
- Deliver end to end effective & error free campaign management by selecting segmentation approaches to the database

Essential Skills

1. Understanding of loyalty program(s) and industry
2. 3+ Years of experience in campaign management
3. Knowledge of the principles of direct and email marketing
4. Excellent knowledge of campaign management methodology and technologies
5. Thorough understanding of data segmentation and database marketing processes
6. Technical skills in SQL
7. Strong working skills with all Microsoft Office applications including Word, Excel, Access and PowerPoint
8. Strong working knowledge of project management