Database Campaign Analysts

Database Campaign Analysts is tailored for individuals who possess good database knowledge and interest in pursuing a career in database marketing industry. This role provides opportunity to build up technical skills and business knowledge through designing and executing targeted marketing campaigns using Unica's Affinium Campaign program. Unica Affinium Campaign enables the delivery of personalised relevant marketing messages across all touch points and in real-time, resulting in improved customer relationships and communication effectiveness.

Database Campaign Analyst is an introductory study to other professional professions within the database marketing industry.

Required Attributes:
- English oral and written communication skills
- Analytical & problem solving skills
- Attention to detail
- Technically minded
- Dependable, proactive, flexible & open to learning
- Good team player

Qualifications:
- Degree qualified in IT, Computer Engineering, Computer Science or Management Information System with an interest in Marketing
- Recent graduates or up to 4 years working experience
- Knowledge of SQL is preferred

Main Duties:
- Liaise with internal and external clients to understand campaign requirements
- Work individually or in team in planning, designing & setting up campaigns in timely manner
- Identify and analyse data and new opportunities
- Test new data elements, structures and functionality that support or impact campaigns
- Support client consultation and support services
- Ensure strong client service and satisfaction by meeting the needs and requests of clients in a complete and timely manner

Notes: **Only English will be used in work environment, only resume written in English will be considered**

Interested candidates are invited to submit your ENGLISH resume; stating your career brief, success stories, present remuneration, expected salary, a contacted telephone number:

Contact Information: Talent & Team Development Team,
Email: DAtalent.Recruitment@digitalalchemy.com.au
Check Our Website: www.digitalalchemy.com.au

Email Marketing Developer

Digital Alchemy, Australia's leading Database Marketing Services Provider, is expanding into Asia. We manage marketing databases for large Australian and New Zealand companies, operating in Telecommunications, Insurance and Banking, Automotive and Energy. As part of our team you will be supporting a growing client base in Australia, New Zealand and throughout Asia

Email Marketing Developer is tailored for individuals who have experience in developing HTML emails/website and possesses basic knowledge of CSS skills. Keen to be the master of our in-house development tool to develop Email, Direct Mail and SMS. This role is operational but also challenging with diversify project requirements.

Role and Responsibility

- Using our in-house tool to develop and QC Email, Direct Mail and SMS pieces
- Gathering requirements from internal and external teams to complete job
- Manage timeline and quality of deliverables
- Trouble shoot issues initiated by internal and external clients

Qualification

- experience in HTML based email and/or website development
- Good English oral and written communication skills
- Excellent attention to detail and Problem Solving Skills
- Service minded, proactive, flexible & open to learning
- Good time management and team player
- Good HTML skills (able to build Email from HTML)
- Basic CSS knowledge is a plus.
- Willingness to take on responsibility and work in a challenging and high pressure environment
- Able to work successfully in a cross-functional team environment

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JAVA Developer

Digital Alchemy, Australia's leading Database Marketing Services Provider, is expanding into Asia. We manage marketing databases for large Australian and New Zealand companies, operating in Telecommunications, Insurance and Banking, Automotive and Energy. As part of our Thai team you will be supporting a growing client base in Australia, New Zealand and throughout Asia.

JAVA developer is tailored for an individual who has solid fundamental knowledge in programming and web technologies, fluent in JAVA and looking to develop further experience. You will use your JAVA skills and other IT knowledge to implement new processes for our Clients, investigate limitations of the existing systems and extend them. You will also be a member of the project development team, to support the application development.

Qualifications & Experience

- IT / Computer Science Degree qualified with high grades in programming subjects
- Recent graduates or 1 years working experience in IT
- JAVA programming and knowledge of another programming language
- English oral and written communication skills
- Attention to detail
- proactive, flexible & open to learning
- Good team player

Roles & Responsibilities

- Communicate with internal teams and gather project requirements
- Design and implement new processes for our Clients
- Trouble shoot issues with the current implementations
- Add more features to the existing systems
- Developing and testing new software

Notes:

- Only English will be used in work environment
- Only resume written in English will be considered

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Only short listed candidates will be contacted. All applications will be treated in the strictest confidence