

Database Campaign Analyst 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.

- Liaise with internal and external clients to understand campaign requirements
- Work individually or in team in planning, designing & setting up campaigns in timely manner
- 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

- Degree qualified in IT, Computer Engineering, Computer Science or Management Information System with an interest in Marketing
- Knowledge of SQL is preferred

- Current 3rd or 4th year undergraduates in Computer Science, Computer Engineering, Information Technology or IT related
- Interested in 'below the line' marketing strategy or digital marketing
- Good command of English
- Enthusiastic and highly motivated
- Proficient in SQL or HTML

- 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
- Troubleshoot issues initiated by internal and external clients

- Fresh graduates or up to 3 years of working experience in relevant field
- Good English oral and written communication skills
- Excellent attention to detail and time management
- Service minded, proactive, flexible & open to learning
- Basic HTML knowledge
- Problem solving skills

