



Digital Alchemy Limited (DA) is Asia Pacific's leading Database Marketing Services Provider. DA's team of professionals are dedicated to working with clients to improve their marketing efficiency and to capture latent customer value. Established in 2003 and operating in Sydney, Melbourne, Auckland, Bangkok, Hong Kong, Nanjing, and Singapore, DA has been contributing to the success of an expanding breadth of clients including leading companies in financial services, telecommunications, motoring services, media and other industry sectors.

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.

Roles & Responsibilities:

- 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

Qualifications:

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

Email Marketing Developer is tailored for individuals who have experience in developing HTML emails and 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.

Roles & Responsibilities:

- 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

Qualifications & Experience:

- 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

<u>Internship Programme</u> is opened for students who would like to gain knowledge and experiences of Database Marketing in the multinational workplace.

Qualifications & Experience:

- 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

Fantastic Career Opportunity
Work in a Dynamic Team and an International Work Environment

Interested candidates are invited to submit your ENGLISH resume; stating your career brief and contact telephone number:

Talent & Team Development Team

Email: DATalent.Recruitment@digitalalchemy.asia

Facebook: CareersAtDigitalAlchemy Website: www.digitalalchemy.asia

