Digital Alchemy, A global Marketing Automation Services Provider, provides marketing services and technical support to local and global organizations. We have a network of 8 offices spanning Asia and the Americas. Our philosophy is based on the interaction of 3 transformations, 1. Our personal Transformation to learn and develop, 2. Transformation of the markets we operate in through our work, and 3. Transformation of the world that we live in through the development and support of sustainable enterprises that benefit underprivileged communities and reduce the degradation of our environment.

Digital Alchemy is an inclusive and diverse employer, we do not discriminate on any basis including gender, ethnicity, religious background, sexuality and any other factors, and we actively recruit for a strong and diverse workforce.

**About the Role**

As a Technical Lead in Marketing Automation, you are accountable for providing technical consulting services to various stakeholders including Marketing, Technology and Operations teams. You will own the development of solutions to enable automated multi-channel data-driven campaigns, provide proactive consulting and advice on best practice campaign design based on your deep understanding of the available marketing technology capabilities and business outcomes the campaigns need to achieve. You will be the main liaison point between the Client and both internal & external technical teams to ensure there are no gaps in the end to end marketing solutions from data through to end communications to the customer.

**Responsibilities:**

Lead technical delivery teams on end to end implementation of marketing automation projects.

Responsible for development of technical requirements and associated solution design documents.

Work closely with senior business & technical stakeholders in various stages of project delivery.

Run workshops to scope out and gather technical requirements for solutions.

Own communications between various marketing and technical teams to ensure technical solutions are delivered on time and to specified requirements.

Prioritize multiple tasks based on business critical outcomes and work in an agile manner to deliver to marketing needs.

Analyze client data, current campaigns and insights to design solutions and identify opportunities to add value to campaigns and platform processes.

Keep up to date on new technologies, industry trends and innovations to provide informed and relevant recommendations.

**Required Skills & Experience**

Minimum 5 years experience working in data driven marketing automation utilizing platforms such as Unica, Salesforce Marketing Cloud, Adobe Campaign, Braze etc.

Minimum 2 years experience in implementing and operationalizing marketing automation capability in large organizations.

Experience working in multi-platform environments that require orchestration of data across different systems to enable marketing campaigns. An understanding of systems integration would be ideal.

Experience working with integrations into various Database systems both on premise such as Teradata, Oracle as well as on cloud such as GCP, AWS environments.

Experience in using SQL to perform various analyses using data.

Experience in implementing solutions involving reporting solutions, BI dashboards such as Tableau, Power BI etc.

Experience in implementing solutions that involve Data Engineering using various data integration technologies such as file based integration, APIs etc.

Experience in both batch based as well as real time marketing solutions leveraging offline & online data.

Familiarity with programming languages such as Java, Python, PHP etc. would be beneficial.

Systems and business analysis skills, including delivery of high quality technical specifications and process documentation.

Consulting skills, including stakeholder management across technical and non-technical teams.

A background in managing multiple key projects or consultative work with a good track record of delivering success for a client or agency's business.

Pragmatic problem solver with a keen attitude to deliver business outcomes.

Excellent written and oral communication skills.

This is what we do in Digital Alchemy :

We make work exciting while respecting balance with private life.

We provide e-learning including 20,000 online courses and we arrange community calls, knowledge exchange on a global level. We care about your professional growth based on your performance and meritocracy.

Our projects are professionally managed based on leading-edge methodology.

DA benefit package contains life insurance, Provident Fund, Digital nomad, In-house psychologist, business trip and many more…

**Keys：**

**Adobe Real-Time CDP**

Abode Targer

Adobe Journey Optimizer

Adobe Journey Analytics