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**

**Hint: Green mean good taken. Yellow block means it is a piece of cake with few experience and past project. Red mean bad taken.**

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. （ Able to Query complex SQL and have basic analytic mind but I am not Full time Data Analyst）

Experience in implementing solutions involving reporting solutions, BI dashboards such as Tableau, Power BI etc. **(Easy for a Developer and who is in Mathmatic Major)**

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

**My Concerns** :

1. Reporting Target?
   1. I don’t want to report to a leader whose title is Manager or Senior Manager. Director.
   2. Senior Director is good.
   3. Head, VP would be better.
2. This role is a delivery leader role. Right ?
   1. I have the capability to cover delivery team job
   2. But I define myself as
      1. Big data (not just mature MA) solution architect
      2. Team leader (at least Manager Level, no idea about your team HR arch) leading four functions:
         1. Architect design and self build up (this role may not have,0%-10%) (my ideal percent : 30%-40%)
         2. Function and Data Development (this role may have, 30%)(my ideal percent : 20%-30%)
         3. Manual or Auto Test (this role may not have ,30 %) (my ideal percent : 30%-40%)
         4. Onboarding Delivery (this role has perhaps over half, 70%-80%) (my ideal percent : 20%-30%)
         5. Team Management (this role may have 30%)(my ideal percent : 30%)
3. This title is tech lead.
   1. My current title is Manager for 4 years.
   2. When I was in Merkle, had been Senior Tech Lead.
   3. I do care about Title.
4. My current salary pack is totally **60w**. Ideal pack should have **at least 15% increment**.
5. Could u please show **a special deck or a doc of career development policies**? I do care about the **detailed policies of talent, benefit, and career path.**
6. What could your team bring me in the future development in data and digital marketing area?
   1. I do care about be **a idea maker** and **system solution establisher** but not a just delivery manager.
7. What is target market object for your Asian Team ?
   1. Foreign Brands Outside China?
   2. Foreign Brands Inside China?
   3. China Local Brand.

I prefer Foreign Brands inside China Cause they have global view of finance but take very attention in china local Martech Eco. **I Know many Foreign Brand in China has built up their own data laker and ready for AI driven** not just Data Driven. Your team could not **follow or even lead the Mar Tech trends** in china. I think this role is not very suitable for me.

1. Team Collaborate tool should be **Atlassian suit** ( **Jira** For Agile Project and Ticket Management, **Confluence** Page for Knowledge alignment and process standardized, **Trello** (Maybe other tool linked to Jira Project) for daily updating).
2. DevOps and Version Control should be Jenkins(CICD) and Github/cloud hosted Gitlab.
3. Other possible useful **development tools** or **infrastructure** should be most possibly extended when needed.
4. **Test Accounts** for mature Product, **Local or Cloud Test Enviroment setup** is needed and should be always available when projects are going on.