

Job Description

POSITION DETAILS			
Functional Designation		Department	Data Science & Analytics
Sub Department	Data Science & Analytics	HR Grade	
Location	Corporate Office	Reporting Manager	
Job Purpose			
The Lead - Campaign will be responsible for planning, executing, and optimizing marketing campaigns to drive customer engagement and business growth. This role involves leveraging data analytics to design effective campaigns, monitor performance, and ensure alignment with overall business objectives.			
Principal Accountabilities			
<ul style="list-style-type: none"> Develop and implement comprehensive marketing campaign strategies. Coordinate with cross-functional teams to ensure seamless execution of campaigns. Manage campaign budgets and timelines effectively. Analyze campaign performance data to identify trends and insights. Optimize campaigns based on data-driven insights to improve ROI. Utilize A/B testing and other methodologies to refine campaign strategies. Segment customer data to target specific audiences effectively. Develop personalized marketing messages and offers for different customer segments. Monitor and adjust segmentation strategies based on performance metrics. Work closely with marketing, sales, and product teams to align campaign objectives. Communicate campaign plans, progress, and results to stakeholders. Provide regular updates and reports on campaign performance. Stay updated on industry trends and best practices in campaign management. Implement innovative approaches to enhance campaign effectiveness. Continuously improve campaign processes and methodologies. 			
Desired Profile			
<ul style="list-style-type: none"> Bachelor's degree in Marketing, Business Administration, Data Science, or a related field. Proven experience in a campaign management or marketing role. Strong background in data analysis and marketing analytics. Expertise in marketing automation tools and CRM systems. Excellent project management and organizational skills. Strong analytical and problem-solving abilities. Effective communication and presentation skills. Ability to work collaboratively in a fast-paced environment. 			