Campaign Manager

Hiring organization
PulseHRM

Employment Type
Full-time

Job Location
Gurgaon, Haryana

Date posted
August 1, 2024

Valid through
01.09.2024

Description

Our team uses data and technology to reach the right people, at the right time, with the right message in the right channel to maximise sales and customer experience. We design, build and execute coordinated, measurable and highly effective marketing campaigns across multiple channels. This is a great opportunity for technical and customer-centric minded professional to work in a hands-on capacity driving forward Iris' advanced data driven capabilities. You'll have the opportunity to work with Estée Lauder and their portfolio of brands including Bobbi Brown, Jo Malone, MAC, Aveda and Clinique, understanding their requirements, whilst liaising with strategists and data analysts. . Data Driven Futures, our go to market proposition for customer and performance marketing is a key growth driver for Iris, providing our clients with end-to-end capabilities across customer experience, data activation, pricing, performance management and tech strategy. We are looking for a Campaign Manager with deep specialism in martech and data driven marketing and using it to deliver great customer experience through CRM, loyalty and direct acquisition programme

Responsibilities

The opportunity

• Work with iconic brands to understand their strategies and design solutions that deliver both great commercial results and exceptional customer experience

• Work closely with our clients to understand their business and marketing objectives and connect this to their data and technology.

• Data savvy, you will also be able to define the data that needs to be used and how this can be activated in communication programmes.

• Create and deliver customer marketing campaigns for clients including new customer acquisition, activation and retention/reactivation

• Segment and select customers or prospects to enable delivery of tailored and relevant marketing messages to customers.

• Design, building, testing, deploying and managing full lifecycle campaigns – segmentation, personalization, scheduling, testing, deployment and optimizations of all customer communications (email, SMS, push, in-app, display etc), making sure all relevant tracking measures are implemented.

• Use Braze and other applications to make it all happen.

• You'll be keen to make your mark, to build your knowledge and want to contribute to the wider strategy of the agency – collaborating with our strategy, planning, data science and creative production teams as well as with our technology partners to identify new solutions and capabilities that we should be implementing.

Qualifications

6+ years of demonstrable experience working and certified with marketing clouds & Braze and marketing automation solutions Ideally with Braze experience. If not, certified Salesforce Marketing Cloud, or Adobe Marketing Cloud specialists or

candidates that have used solutions like Emarsys, Mapp and Responsys. Ability to understand and ideally code in HTML to assist issue fixing and segmentation Liquid coding and experience with dynamic content modules is highly desirable. Progressive experience of direct and digital marketing ideally in a B2C context. Proven track record of creation and delivery of successful CRM marketing campaigns Confident and articulate communicator capable of inspiring strong collaboration in an organisation Data-driven and comfortable with reporting and analytics as the campaigns and projects you run will have a measurable impact on our clients' businesses A strong background in fast paced and reactive multi-channel campaign execution Process driven with a strong eye for detail Project management and excellent organisational skills – there is a lot going on and being comfortable with prioritisation of work is essential 4 What we're looking for Ability to work at pace and manage multiple projects efficiently & effectively is essential Process-driven with a strong eye for detail A team focused self starter. You'll enjoy getting stuck in and possess a degree of pragmatism and practicality which is an inevitable requirement of a truly integrated agency Proven knowledge of Marketing Clouds like Salesforce, Adobe and Braze or ESPs and point solutions like Cheetah, Emarsys, DotDigital or Mailchimp Experience or familiarity with any relational databases like SQL is a plus.