

## Digital Marketing Lead (Onsite/Remote) Mới

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Company: TECHVIFY Software

Location: Australia

Category: other-general

TECHVIFY Software is a Global AI & Software Development company, providing end-to-end software development and consulting services to main market customers from Singapore, Australia, the US and Japan, in which Global market (English) speaking accounts for 85%. Currently, the Marketing team of TECHVIFY Software is looking for 01 Digital Marketing Lead, responsible for implementing Marketing campaigns to bring the Company's Services closer to the target customers. With the motto of promoting sales along with sustainable brand development, we aspire to find a companion who can increase reach and convert target customers.

**Responsibilities**

- Specialized in Lead Generation, Outbound Marketing, Email Automation, Advertising & Growth Business
- Execute email and other nurture campaigns, including campaign setup, orchestration, email template setup, scheduling, testing, and measuring campaigns to drive short-term and long-term results in collaboration with Sales & Delivery Departments.
- Strategize and implement marketing automation strategies.
- Create new ideas that meet business goals, solve engagement challenges and keep abreast of IT industry best practices.
- Support the Sales team in executing strategic, long-term outbound email plans that integrate with company marketing initiatives.
- Use qualitative and quantitative analysis to make intelligent, informed recommendations, decisions, and forecasts regarding outbound programs.
- Manage the day-to-day planning and set up of marketing campaigns.
- Manage the troubleshooting of issues that surfaced during the campaign set; develop a thorough understanding of TECHVIFY's campaign tools.

**Skills and Qualifications**

1. Knowledge: Graduated from University or above, majoring in Marketing, Business, Economics, Communication
- elts  $\geq 6.0$  or equivalent level
- Knowledge of

programming languages, new technologies, and Saas (a plus)Data-driven: good data analysis and synthesis skillsUnderstanding the online environment: Facebook, Twitter, TikTok, YoutubeDiplomatic, exploitative, and willing to learn2. Experience:At least three years of experience in managing a multi-specialized Marketing team (team size of ten members or more)Have achievements in the following specialties: Paid media (Facebook, Google,...), SEO, community building, content marketingClear orientation on sticking and developing with technology productsSharp problem-solving mindset, sensitive to market trendsStrong data-driven analysis skillsPriority will be given to candidates working in international environmentsBeing a Founder/Co-founder of a start-up is an advantageSalary range: Upto 40.000.000 VNĐ + CommissionReview: 1 time/year in October.Young and dynamic working environment.Full benefits and insurance policy of the company, annual summer vacation, birthday, team building, etc.Junior/Mid-level .NET Software EngineerFinancial Assistant (Onsite)Senior IT Content Creator (Onsite/ Remote)Middle Office AdministratorMiddle/Senior Quality AssuranceDigital Marketing ExecutiveDelivery Manager (Japan Market)Recruitment LeadFresher GolangSolution ArchitectBusiness Development Interns (Hanoi & HCMC)Senior Node.Js DeveloperProcess Quality Assurance (PQA)IT Project ManagerMid-Senior Java DeveloperJava Technical LeaderMiddle/Senior Python DeveloperPerformance Marketing SpecialistSenior Vue.Js DeveloperSenior ReactJs DeveloperSenior PHP DeveloperJunior PHP DeveloperAutomation QASenior Business Analyst (BA)Junior/Mid-level .NET Software EngineerFinancial Assistant (Onsite)Senior IT Content Creator (Onsite/ Remote)Middle Office AdministratorMiddle/Senior Quality AssuranceDigital Marketing ExecutiveDelivery Manager (Japan Market)Recruitment LeadFresher GolangSolution ArchitectBusiness Development Interns (Hanoi & HCMC)

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