



POSITION DESCRIPTION

POSITION TITLE: Marketing Cloud Administrator

ADVERT TITLE: Marketing Cloud Administrator

LOCATION: MALAYSIA PHILIPPINES VIETNAM

ASW COMPANY OVERVIEW

ASW is creating the world's most talented international family through hiring and growing talent into long-term careers with Australian companies. ASW is a recruitment and talent specialist, that partners with Australian companies to help them build highly capable international teams. We enable Australian companies to meet their business goals by accessing and retaining premium talent in emerging markets and giving that talent the opportunity to grow, learn and develop. Together we embed international teams into respected Australian businesses, both functionally and culturally, to deliver enduring and transparent people solutions.

THE OPPORTUNITY

Our client is partnering with Australian businesses, providing finance and insurance solutions. With four decades of multi-industry experience, they offer businesses the tailored service they need to achieve their vision and safeguard their legacy. Expert knowledge. Immovable support.

As a Marketing Cloud Administrator, you will be responsible for configuring, maintaining, and optimising our marketing automation platform, Salesforce Marketing Cloud. You will work closely with the marketing team and stakeholders to design, implement, and analyse campaigns, ensuring the successful delivery of personalised and engaging content to our target audience.

KEY RESPONSIBILITIES

- Platform Configuration: Configure and maintain Salesforce Marketing Cloud to align with marketing strategies and goals. This includes setting up journeys, email templates, automation workflows and data extensions.
- Campaign Management: Collaborate with the marketing team to develop, execute, and monitor multi-channel marketing campaigns. Ensure campaigns are delivered on time and meet performance objectives.
- Requirements Gathering – Collaborate with key stakeholders to gather requirements to ensure all information is needed to develop journeys and campaigns.
- Data Management: Oversee data integration, segmentation, and cleansing to ensure accurate and up-to-date customer information. Work with the Salesforce team to ensure correct data is used in marketing campaigns and journeys.
- Automation: Build and maintain marketing automation workflows to streamline customer engagement.
- Reporting and Analytics: Generate reports and dashboards to provide insights into campaign performance, audience engagement, and conversion rates. Use data to make informed recommendations for optimisation.
- A/B Testing: Conduct A/B tests on email campaigns to improve conversion rates and customer engagement.



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- Compliance: Stay up to date with data privacy regulations and ensure that all marketing activities adhere to compliance standards.
- User Training: Train and provide ongoing support to marketing team members on using the Marketing Cloud platform effectively.
- Troubleshooting: Identify and resolve any technical issues or discrepancies related to the Marketing Cloud platform promptly.

SKILLS, EXPERIENCE & QUALIFICATION

- Minimum 2 years of hands-on Marketing Cloud Admin experience
- Certification in Salesforce Marketing Cloud (e.g., Salesforce Certified Marketing Cloud Administrator).
- Proficiency in Salesforce Marketing Cloud, including Journey Builder, Email Studio, Automation Studio, and Contact Builder.
- Experience with Marketing Cloud Business Units is preferred.
- Strong analytical skills with the ability to interpret data and make data-driven decisions.
- Knowledge of email marketing best practices and deliverability.
- Familiarity with HTML and AMPscript is a plus.
- Excellent communication and teamwork skills.
- Detail-oriented and highly organised.
- Ability to adapt to a fast-paced environment and prioritize tasks effectively.

ASW OFFERS

- A diverse, inclusive, and supportive company culture.
- Competitive remuneration.
- Opportunity to collaborate and work with global clients and stakeholders.
- Medical benefits.
- Great Paid Leave entitlements.
- Team outings, travel opportunities, company parties/events, and other exciting activities.
- Exposure to an international environment, working with people across Malaysia, Vietnam, the Philippines, and Australia.
- Industry and role-related training.
- Ongoing career opportunities.