

Executive - Marketing Technology

Job Responsibilities

- Lead the implementation of tools like CRM, marketing automation, analytics, and other platforms to enhance customer engagement and support omnichannel campaigns.
- Analyze customer data to drive tailored marketing strategies and use cases and monitor performance metrics and optimize campaigns for better ROI.
- Leverage technology to create seamless and engaging experiences across digital platforms, including websites, mobile apps and Customer experience platforms.
- Work with marketing, IT, and operations teams to align technology initiatives with business goals, such as e-commerce integrations and digital first business projects.
- Ensure customer data is managed in compliance with privacy regulations (e.g., PDPA, GDPR) and safeguard digital assets against vulnerabilities from the business side.
- Stay updated on industry trends, evaluate new tools or platforms for timely implementation, and manage vendor relationships to drive efficiency and innovation.

Person Specifications

- A Degree in Digital Marketing and/or an equivalent Professional Qualification.
- Prior experience in handling a Marketing Technology role and/or performing the role of a Business Analyst with a Digital Marketing background.
- Sound knowledge in using tech platforms for marketing will be preferred.
- Hands on experience in Marketing Automation tools (Emailing platforms, CRM platforms, Analytics platforms, Digital Advertising platforms etc.)
- Excellent verbal and written communication skills.
- Ability to multitask, prioritize and manage time efficiently.
- A team player with a positive attitude and a willingness to contribute to a collaborative work environment.

Jaykay Marketing Services (Private) Limi

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John Keells Group is an equal opportunity employer, and we invite applications from all suitably qualified individuals to join our team.