

CRM Lifecycle Marketing Manager – Jakarta, Indonesia

mClinica is a fast-growing impact-driven healthcare technology company, focused on advancing healthcare for hundreds of millions of people across Asia. We deliver Healthcare Market Access and Analytics services to Pharmaceutical Companies, NGOs and Public-Sector Institutions across 6 countries in Southeast Asia.

At mClinica, people who take initiative and ownership are rewarded with significant responsibility and opportunity to directly impact the business globally. We are now looking for a **CRM Lifecycle Marketing Manager** to coordinate and execute retention marketing campaigns and deployment of marketing automation platform.

Your Role:

- Coordinate, execute and lead nurture & user retention marketing campaigns, including development, implementation of journeys, analysis and reporting.
- Build marketing automation efforts from start to finish, including targeting, list creation, copywriting, business approval and deployment in the marketing automation platform.
- Build and execute a CRM roadmap using data and user insights across channels
- Develop list segmentation for all direct and interactive marketing campaigns and tactics for optimizing the effectiveness of messages across all channels (email, push, inapp, direct, sms).
- Develop and test user segmentation, automated and triggered based programs in order to increase conversion and customer lifetime value.
- Maintain user database health, integrity and performance.

Your Qualification:

- At least 3 years experience in the CRM space, working on building journeys and campaigns; optimizing and reporting.
- At least 2 years experience working with a mobile product, working on push and in app notifications.
- Experience working with a major CRM / marketing automation platform (i.e. Braze, Swrve, Urban Airship, Klaviyo) is a must.
- Demonstrated understanding of consumer behaviour and applying insights to campaigns.
- Strong analytical skills with proficiency in Excel.
- Understanding of email principles (design, build, and deliverability) and email best practices (deliverability, A/B testing, dynamic content, campaign automation, etc.).
- E-commerce marketing experience a strong bonus
- Natural ability to understand and empathise with users at all stages of product lifecycle in order to target the right message to the right user at the right time.

What You Can Expect from Us:

- **Significant career growth opportunities** in a fast-growing business
- **Competitive compensation** package
- Opportunities for **international travel**.
- **Challenging and diverse assignments**
- **Fun & casual working environment** in an international team.

Apply

If you are interested in this position and would like to become part of the mClinica team, please send your resume to careers@mclinica.com (Subject: CRM Lifecycle Marketing Manager)