

EMAIL & MARKETING AUTOMATION SPECIALIST

DALI

DALI is a leading global brand in the Hi-Fi audio industry. We are looking for an experienced Email & Marketing Automation Specialist to join our growing in-house marketing team. You will work closely with our global marketing team to drive email and marketing automation.

The job

To be successful in this role, you will have a proven track record as a skilled email and marketing automation specialist. You will be responsible for the development and execution of our email marketing. This position is based in Kuala Lumpur within our APAC organisation.

Skills & experience

- Analytical mind with ability to see opportunities and optimizations
- Technical expertise of email and automation platform(s)
- Advanced experience designing and executing email flows
- Experience in trigger-based marketing automation
- CRM knowledge
- Segmentation skills and solid understanding of personalization
- Ability to edit and create email templates
- HTML and CSS skills are preferable, but not a prerequisite
- Performance tracking and analytics of email data
- Experience optimizing email marketing for all stages of the user journey
- Proficient copywriting skills
- Substantial years of experience in an email and/or marketing automation role
- A working knowledge of Hubspot is preferable, but not a prerequisite

You ...

- Are an all-around specialist for email marketing
- Able to work autonomously with initiative and personal responsibility
- Master strategy and tactics as well as execution
- Have good time management skills and ability to work under pressure and to deadlines whilst undertaking a variety of projects
- Fluent in English (verbal and written)
- Are self-organized with great attention to detail
- Possess organizational and time management skills
- Have a high level of self-motivation, commitment, and dedication.

Key responsibilities

- Work closely with our entire global marketing team to produce a high volume of work, of varying styles, and to a consistently high quality maintaining the DALI TOV in line with the existing CI brand and identity guidelines.
- Drive and lead email marketing and marketing automation.
- Be part of developing campaigns and drive execution of your areas of responsibility; email marketing and automation.
- Alongside the global marketing and communications team support and partake in the development of digital materials ensuring brand consistency throughout.
- Create and finalize design and production of all email marketing activations.
- Execute email marketing.
- Develop and execute coherent user journeys across all media, channels and touchpoints that engage or intersect with email marketing.
- Participate in and incorporate feedback from peers and stakeholders accordingly.
- Facilitate inter-departmental collaboration as well as supporting your team across a variety of projects with different timelines and urgency.

Hiring process

Please provide a portfolio showcasing your experience and ability in email marketing and marketing automation along with your cover letter to APAC-contact@dalispeakers.com. For additional information, please contact DALI APAC at (+603 7710 0202). We screen and conduct interviews continuously and reserve the right to fill the position before the application deadline. Application deadline is October 31st, 2023.

DALI is a Danish manufacturer of Hi-Fi loudspeakers for the global market. Based in Denmark, we have since 1983 designed, produced, and marketed Hi-Fi products to much acclaim among experts and consumers alike. We are more than 250 employees worldwide and have local representation in more than 70 countries in addition to factories in Denmark and China. We collaborate with musicians and influencers globally on the common passion for great sound. We share the same goal of spreading the knowledge and appreciation for authentic audio as the artist intended – ***In Admiration of Music.***

