

**EPPC Albania** on behalf of its client, *an International company that offers professional services to Enterprise companies for offshore and near shore activities*, is currently recruiting a **Senior Marketing Automation**.

## Major Responsibilities:

- Design, implementation and monitoring of Email Marketing campaigns and Marketing Automation flows development of emails/SMS or other automated forms of contact (Business to Customer/B2C);
- Code development, database construction, Front-end development using AMPScript, Java, HTML, CSS, JavaScript;
- Database creation with SQL. Testing and maintenance activities;
- Management of integration processes to and from Marketing Automation platforms;
- Optimization of conversion points (Landing Page, Thank You Page, Pop-up etc);
- Audience segmentation;
- Analysis of marketing and sales performances linked to the activities implemented;
- Relationship with customers including trainings (B2B).

## Requirements for this position are:

- Bachelor's degree in **IT; CS (Computer Science)**;
- A minimum of **5 years of experience similar positions**;
- Experience with: **AMPScript, Salesforce Marketing Cloud Personalization** (Interaction Studio would be a plus);
- Experience with: **HTML, CSS, SQL, JAVA**;
- Good knowledge of **English** and/or **Italian language**.

## What does the Offer includes:

- **Innovative and dynamic projects on an international level**;
- **Continuous training guaranteed**;
- **Trips abroad**;
- **Paid certifications with additional bonus**;
- **Private health insurance**;
- **International context in which to express one's individuality and creativity**;
- **Challenges and roles of increasing responsibility**;
- **Hybrid working** (2 days/week).

## How to apply:

To apply for this opportunity, please fill your application at:

<https://aplikim.eppc.al>

You will be contacted only if your CV will be qualified.