



CRM Batch Campaign Assistant

Montreal - Contract - 744000118388967

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As part of the Customer Relationship Management (CRM) department at Ubisoft, and in constant communications with product managers and subsidiaries, you will assist the CRM Operations Specialist in data segmentation and propagating audience for the CRM Batch e-mail campaigns and channel development, which helps to better integrate the player into the game and foster the active participation of the community.

This role encompasses various tasks, including database management with SQL, automation queries, light coding, and involvement in campaigns as the candidate becomes more proficient in their role.

What you'll do

- Segmenting, configuring and deploying the Batch e-mail campaigns (main task):
- Receive the required segmentation information.
- Coordinate and collaborate with the various teams who are involved with the campaigns such as the Strategist, Graphic Designers and Developers.
- Create the segmentations using our CRM tools, SQL and available data with the provided segmentation information.
- Find and propose solutions to situations for data availability.
- Ensure proper deployment of the campaign in Salesforce Marketing Cloud (SFMC).
- Manage post deployment, follow ups and optimization of the campaign KPI's.

Campaign analysis and optimization:

- Make recommendations, automations and proposals to optimize our CRM campaigns.
- Ensure proper documentation of the channel and projects.
- Carry out all other related tasks as the candidate experienced within the team.

What you'll bring

- Well organized, on time, and proactive with a problem-solving mindset.
- Excels in team collaborations while effectively managing tasks autonomously.
- Bilingual (French/English).
- Intermediate proficiency in SQL and database management is required. Experience with HTML and CRM tools is considered an asset, but not mandatory.