

LOGO

IBM iX

Digital Business Consultant – Marketing Automation (f/m/x)

- As an integral part of a project team, you evaluate marketing automation strategies in the role of a consultant, which leads to the sustainable digital success of your clients- Translation of business requirements into requirements towards the technical solutions - In collaboration with the clients and our interdisciplinary teams you gather business and technical requirements, manage, and translate these requirements into concepts and user stories- An additional part of your responsibility is the implementation of customer use cases in the marketing automation tools and setting up segmentations and customer journeys in Data Platform- You actively support our New Business team in preparing and presenting pitches with your know-how- You enjoy developing yourself and the cooperation between our teams and you will deal with new technologies and methods independently- You are responsible for the conception of business features along the value chain- You skilfully lead the customer and build a trusting relationship in which you continuously advise and develop your customer

Izvor: www.moj-posao.net

Lokacija: Varaždin, Osijek, Zagreb

Datum objave: 25. May 2023.

Datum isteka: 24. Jun 2023.