

Position Title:

VP Customer Data Analytics (eLab), Digital Bank

Key responsibilities:

- Strategize, design and deliver multi-channel campaigns through a campaign management platform or traditional marketing channels
- Translate analytical and marketing data to content that drives the business needs
- Proactive testing and recommending of ways to improve campaign performance
- Constant improvement of data quality and insights to achieve business strategy
- Be the analytical 'voice' in ongoing product development and improvements
- Implement and coordinate campaigns with countries across the region
- Strategy management and execution to optimize customer engagement through use of data decisioning platforms
- Operationalize analytical insights through data and customer management solutions
- Support the establishment of Digital Data Analytics capability for UOB Digital Bank
- Support for the development and implementation of the Digital Bank data strategy, analytics and data driven decisioning capability through data integration and automated decisioning platform management

Key requirements:

- Recognised degree in computing or science related discipline (eg. Computer Science, Engineering, Information Technology, Marketing Communication)
- Min 7 years working experience in Digital Analytics or Data Driven Decisioning functions. The candidate must have campaign management experience with track record in the digital ecosystem
- Knowledge of SQL, Data Warehousing, BI, Data Modelling with experience in Big Data a strong plus
- Advanced knowledge and experience in CRM platforms, campaign management platforms, A/B testing, and web analytics such as Adobe Analytics,
- In depth knowledge of digital banking, banking products and the overall industry a strong plus
- Good written and verbal communication skills and demonstrated success presenting strategies and concepts in a clear and compelling manner to cross-functional stakeholders that persuades action
- Excellent stakeholder management and project management skills
- Innovative thinker with ability to work and thrive in a dynamic, team-oriented environment
- Able to interpret analytical data and marketing data synergistically with marketing communications

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