

Technical Solution Manager (Marketing) at Datatrics Italia

Datatrics, a Dutch predictive marketing startup with the mission of aggregating marketing and technology to allow marketers to exploit the power of data and artificial intelligence, is looking for a **Technical Solution Manager** to ensure that the Datatrics platform is optimally deployed by our Italian clients.

About Datatrics' Platform:

Datatrics is a SaaS platform for marketers that makes all corporate communication relevant. This leads to greater levels of conversion and thus higher sales. Datatrics links all internal data sources of a company (Analytics, Socials, CRM, etc.) and then combines these with external data sources (CBS data, weather data, etc.). Using this data, we then draw up 360-degree client profiles. The aim of this is to personalise content on the website, in e-mail marketing and in advertising.

Your Impact:

At Datatrics we have three teams: Sales, Development and Client Success. You will be part of the Client Success team. The colleagues you'll be working together with include our Head of Client Success, our Implementation Agents, developers and other Solution Architects, who are based in our headquarters in the Netherlands. As **Technical Solution Manager** you will be a marketer with a technical background and you will be reporting directly to the **Senior Technical Solution Manager** in the Netherlands and your main accountabilities will be:

- providing training to new clients and partners (marketing agencies): you will do this by visiting the client or by video call. In this training you will show the client the basics of the platform and how it is connected to marketing channels such as Facebook, Google Adwords, Newsletter's tools, Advertising tools, etc. so they can start using it themselves;
- being the first point of contact for our Italian clients with pre and after sales: we provide support through Intercom, a customer messaging platform, which our clients can access in our platform/app;
- making sure the clients have set up Datatrics correctly and support them with setting it live and expanding it in order to increase their marketing performances;
- knowing the ins and outs of the Datatrics platform and spot opportunities for streamlining and new features, optimizing workflows, but also optimizing processes: since we are still a young company and creating cutting-edge technology, we cannot simply copy features from other platforms. To stay ahead of the competition, we need to keep improving our platform and its features. As you will know the entire platform, you will see where things need to be streamlined and maybe come up with new features. We develop the platform in-house, so you can communicate with the developers directly and discuss new features and other improvements. Given that we are still fleshing out the processes and need to ensure that they are scalable, process improvements and optimisation will also be a part of your time.

What we are looking for:

- Bachelor or Master's Degree in Business, Economics, Engineering or others related;
- previous experiences in Digital/Marketing Agencies preferred;
- good mastery of Italian and English, both written and verbal;
- affinity with Google Analytics, Google Tag Manager, APIs, advertising tools, email marketing software and E-commerce platforms.
- basic knowledge of HTML and CSS;
- experience with managing different projects/clients and in coping well with stress;
- entrepreneurial DNA and high motivation;
- strong communicative skills;
- strong orientation towards clients and results;
- experience with SaaS (Software as a Service) solutions preferred;
- experience in an E-commerce working environment preferred.



MAILUP GROUP

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Location:

Milan

Corsi di Laurea:

- Dipartimento di Meccanica, Matematica e Management
- Dipartimento di Ingegneria Elettrica e dell'Informazione

Per candidarsi:

inviare il proprio cv aggiornato a: **tassinari@mailup.com** entro il 30/09/2019

inserendo in oggetto "Rif. Contatto Ufficio Placement Politecnico di Bari"