



Experian is a FTSE 100 company and a global leader providing information solutions in consulting, data analysis, credit scoring, related decision support software and various marketing solutions. Employing over 15,000 people in approximately 40 countries, Experian's vision is for its people, data and technology to become a necessary part of every major consumer economy around the world.

Line of Business: Experian Asia Pacific
Department: Marketing Services
Position Title: Senior Mobile Marketing Product Manager
Work Location: Melbourne or Singapore

Due to the growth of our business, we are looking for a versatile Senior Mobile Marketing Product Manager to play a critical and essential role in developing the best practices on how to maximize mobile marketing with Experian products and partners and drive adoption of these throughout Asia Pacific with a focus on Australia and China.

The successful candidate will have the following attributes:

- A Bachelor's degree or equivalent experience with preference in Business, E-Commerce, Marketing or Information Technology
- A strong understanding in mobile marketing, email marketing, e-commerce, online media or interactive marketing is required
- Extensive experience as a Product Manager responsible for web technology products and deliver technical products to non technical users
- Advanced presentation and negotiation skills with clients, partners and vendors to deliver the best offerings for Experian
- Strong knowledge to coordinate with teams in multiple countries across multiple time zones to manage complex product deployment
- Advanced oral and written communication skills
- Exceptional organisational, prioritising and time management skills

The responsibilities of this role entails:

- Maintaining and communicating quarterly a mobile marketing roadmap for APAC Marketing Services that ensures we are providing products that clients value in the constantly shifting mobile space
- Serving as mobile messaging subject matter expert, providing expertise on mobile marketing best practices, industry benchmarks and relevant consumer insights regarding mobile adoption.
- Working with sales and client services to support client adoption of mobile messaging and then prioritise the feedback for improvements in our offerings
- Developing business cases for new product launches in the mobile space for Experian Marketing Services
- Coordinating and tracking new Statements of Work (SOWs) from submission through billing and renewals with finance and client services including monthly reconciliation until this can be automated
- Collaborating with delivery teams in the development of new and existing marketing strategies tied to mobile channel
- Developing benchmark metrics and tracking processes for mobile marketing campaigns and working with data analytics team to measure effectiveness of campaigns and make recommendations for improvements
- Ensuring delivery staff is trained so that mobile programs are compliant with MMA guidelines
- Coordinating with Data Strategy Director for APAC to ensure our mobile strategy is in line with our data strategy.

We offer successful applicants an attractive remuneration package (inc corporate benefits). Interested parties should send a full resume to careers@ap.experian.com and quote the vacancy job title above.

All information provided by the applicant will be treated in strict confidence and used for recruitment purposes only.

At Experian, we respect, value and welcome diversity in potential candidates and our people. We have a diverse workforce where talent thrives and where we continually seek to open up more career and development opportunities for all of our people.