



WE DELETE BLOOD CANCER

JOB DESCRIPTION

Job Title Senior Associate – Campaign Specialist	Reporting to Manager-Digital Marketing
Experience 2+ years	Qualification Any Graduation or Post-Graduation

About us

DKMS Asia Private Limited is a service provider for DKMS entities in and outside of India. The organization will be responsible for Marketing and Communication activities: raising awareness, educating and informing the public about the “cause” through online and offline mediums (advertisements in mass media such as print, radio, television, outdoor, etc.) in order to register potential donors (who will be registered at DKMS India). DKMS Asia will also provide Shared Services (HR/Finance/IT/Administration).

Mission: To give as many blood cancer and blood disorder patients as possible, a second chance at life.

Our Culture & Values

At DKMS Asia, we are united by a life-saving mission powered by being **Open, Clear, Fair, Courageous,** and **Diverse**.

We foster a transparent environment where straightforward communication and equity drive every decision. By embracing diversity and acting with courage, we fuel the innovation and bold determination needed to create a global impact.

Join us in a culture that values integrity and the bold determination to delete blood cancer

Working Hours: 9:30 am to 6:15 pm

Position Summary

We are seeking a highly skilled and detail-oriented **Campaign Specialist** to join our dynamic marketing team. This role will focus on strategizing, managing, and optimizing customer communication and marketing initiatives via WhatsApp, while also driving performance-based digital campaigns across multiple platforms.

A key part of the role will involve automation, integration with logistics systems, and campaign optimization—ensuring seamless data synchronization between platforms. You’ll collaborate with cross-functional teams, including marketing, sales, IT, customer support, logistics, and creative partners, to drive operational excellence and deliver impactful communication that enhances customer engagement and business results.

We’re looking for a collaborative team player who brings innovative ideas, thrives in fast-paced environments, and works effectively across departments to execute integrated campaigns and ensure efficient operational processes.

Responsibilities

- Develop and execute WhatsApp marketing strategies and campaigns aligned with brand objectives and engagement goals.

- Design and implement automation workflows, including chatbot integrations, notifications, and personalized message journeys.
- Collaborate with IT and logistics teams to integrate WhatsApp with other management systems for real-time updates and improved customer experience.
- Plan, execute, and optimize digital marketing campaigns across Google, Meta, LinkedIn, and other paid platforms to drive engagement and conversions.
- Manage end-to-end campaign execution, coordinating with graphic designers, videographers, writers, and other stakeholders to ensure timely, high-quality deliverables.
- Analyze campaign and messaging performance, generate insights, and recommend data-driven optimizations to improve ROI.

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- Ensure compliance with WhatsApp Business policies, data privacy standards, and opt-in requirements.
- Prepare and present performance reports and actionable insights to key stakeholders.

Requirements

- Proven experience managing marketing or transactional communication via WhatsApp or similar messaging platforms.
- Strong knowledge of WhatsApp Business API, automation tools, chatbots, and CRM integrations.
- Experience in performance marketing and paid media campaigns across Google, Meta, and LinkedIn.
- Understanding of API integrations, data synchronization, and secure data handshakes between systems.
- Proficiency in marketing analytics tools such as Google Analytics, Meta Ads Manager, and Google Tag Manager.
- Strong analytical, project management, and collaboration skills with a data-driven mindset.
- Knowledge of data privacy regulations and opt-in compliance related to messaging platforms.

Qualifications

- 2–5 years of experience in WhatsApp marketing, performance marketing, or digital campaign management.
- Certifications in digital marketing or automation tools (e.g., Meta Certified, Google Ads, HubSpot, Salesforce Marketing Cloud).
- Bachelor's degree in Marketing, Business Administration, Communications, IT, or related field (required). A Master's degree is a plus.

How to Apply

Interested candidates are invited to send their updated resume to hr@dkms-asia.com with the subject line "Application for [Job Title] - [Your Name]"

- **Why Join Us?**

BE PART OF SOMETHING BIGGER. EVERY DAY.



Together, we give more patients
a second chance at *life*.



FUEL A LIFE-SAVING MISSION

Your work isn't just a job;
it's a direct contribution to
giving blood cancer patients
a second chance at life.



GLOBAL IMPACT, LOCAL ROOTS

Experience the best of both
worlds—the agility of DKMS Asia
and the reach of a powerhouse
international network.



MASTER YOUR CRAFT

We don't just hire talent;
we grow it. Benefit from
continuous upskilling and
exposure to global
healthcare landscapes.



CULTURE OF EXCELLENCE, NOT BURNOUT

We push for professional brilliance
while fiercely protecting your
personal well-being and
work-life balance.



A SEAT AT THE TABLE

Join a vibrant, diverse team
where your creativity is valued,
and your ideas actually
move the needle.



You have the power
to *save a life*.

