

<b>Position / Grade</b>	UNICA Administrator
<b>Department, Vertical, Sub Vertical</b>	Technology
<b>Location</b>	Gurgaon / BLR
<b>Reporting Manager</b>	Production Support Head
<b>Job Summary</b> (The primary purpose or objectives and an overall description of the position)	<p>4+ years of hands on IBM Unica (Campaign, Marketing Operations) experience</p> <p>Should have strong Unica Administration experience</p> <p>Install Unica software and administer security</p> <p>Installation, configuration, customization, and support of campaign management and business intelligence tools for client use</p> <p>Works with developers to understand business and system requirements</p> <p>Migration of development activities from development to test to production environment</p> <ul style="list-style-type: none"> <li>· User authorization and authentication</li> <li>· Configuration of purchased software to meet business objectives</li> <li>· Subject Matter Expert for back end process - produces and helps users interpret decision reports</li> <li>· File staging and prep work for refresh process on database(s)</li> <li>· Monitors production activity and job scheduling program</li> <li>· Writes design specifications and other supporting documentation for development projects and enhancements.</li> <li>· Manages database refresh and fulfillment QC Process for database(s), and backend processes</li> </ul>
<b>Relationships</b> (Internal relationships are to include list of direct reportees)	NA
<b>Duties and Responsibilities</b> (That are significant in achieving the objectives of the job)	<p>Should have worked on Campaign build, update and reporting</p> <ul style="list-style-type: none"> <li>•Experience with Unica upgrades, Unica Campaign Manager, Unica Interact/IBM Interact, Cognos, Unica Marketing Platform, Unica Marketing Operations, Unica Campaign development</li> <li>•Solid knowledge of SQL</li> <li>•Campaign management tool user support functions</li> </ul>

<b>Experience Required</b> (Minimum relevant or equivalent industry experience required - scope and duration)	4+ years
<b>Academia</b>	IT Graduate / PG preferred
<b>Skills, Abilities and Competencies</b> (Required to successfully perform this job)	Diligent  Hardworking  Solution oriented though process  Ability to work with constraints