

# MarTech Specialist

The key purpose of the MarTech Technology Specialist will be to support the development, implementation and operation of the technology strategy for AB InBev Africa's transformational digital marketing, digital content and digital consumer experience capabilities.

- Implement and integrate MarTech (Marketing Technology) products Consumer data platform (CDP), Data Management Platforms (DMP) , Demand-side platform (DSP) and other platforms in the digital advertising ecosystem
- Build and share deep knowledge of data-driven, digital marketing, personalization and consumer analytics  
Adoption ambassador.
- Train and support marketing staff and agencies across Africa on using MarTech products
- Monitor data quality, usage, performance and SLAs within the MarTech stack across Africa
- Support and resolve technical Consumer data platform incidents
- Architect the overall MarTech stack in collaboration with other relevant tech teams. Including integration to non-marketing systems
- Well versed in current privacy and compliance requirements related to consumer data within Africa

## Skills & Qualifications

- IT related Bachelors Degree, Diploma or business related qualification
- Curious and passionate about MarTech.
- Broad knowledge of the rapidly evolving MarTech landscape including SEO, Consumer data gathering and segmentation, Digital Media, Consumer Journeys, etc.
- Strong SQL experience with common relational databases (e.g., Advanced SQL: •Join, Aggregation, Partitioning, "With" and "Case" statements, Git: Branches structure, push, pull, merge, fix conflicts)
- Clear communicator with both Technology profiles as well as Marketing experts
- Experience working in Agile methodology. Ideally in squads utilizing scrum
- Hands-on experience in the implementation, development, operation of MarTech products
- High level of independence can work to bring ideas and concepts to full solution and implementation.
- Ability to collaborate with colleagues from different regions and cultures

## Martech Specialist – BeerTech Africa

- Ability to lead without formal authority, serve as principal engineer and mentor to other engineers, and lead tasks of within the teams in collaboration with multiple teams  
Fluent in English language

This role is based in Lagos, Nigeria