

Marketing Automation Specialist

The Marketing Automation Specialist will work closely with the Marketing Director and the Digital Marketing specialist in the planning, selection and implementation of a marketing automation system. Once active, the Marketing Automation Specialist will be responsible for:

- Being a power user and administrator of the marketing automation system
- Planning, developing, implementing and optimizing end-to-end email marketing campaigns to support lead generation, lead nurturing, tradeshow, webinars, customer communications, and web traffic
- Setting up all elements of the campaign including list selection, campaign logic/flow, emails and landing pages
- Testing and scheduling email deployment
- Working with the Sales Operations Manager to maintain contact and campaign data in salesforce
- Define customer journeys and ensure campaign support
- Outline content needs
- Monitor campaign metrics to avoid customer/prospect fatigue and ensure completion
- Track and update marketing program results in Salesforce and ensure follow-up tasks are being completed
- Recommend programs based on campaign result data (conversion rates, website traffic, A/B testing, etc.)
- Help develop processes and best practices for using marketing automation

Measures of Success

- Selection of a marketing automation tool that meets requirements
- Deployment of marketing automation tool in a timely manner
- Establish campaign calendar and meet date commitment
- Implementation of campaigns with all necessary components
- Establishment of baseline metrics, including lead generation
- Meet lead generation goals based on baseline

Qualifications

- B.S. or B.A. degree in marketing, business or related field
- 1-2 years of experience working with marketing automation software
- Disciplined approach and personally motivated--able to work remotely with minimal supervision
- Excellent communication skills (written, verbal, presentation)
- Proficient in data analysis
- Ability to thrive in a fast-paced environment
- Outstanding attention to detail and a sense of project ownership
- Strong planning and execution skills
- Able to prioritize and manage time effectively — manage multiple priorities, projects, and resources

If you are interested in this position, please send your resume to careers@volparasolutions.com.