



The Pedowitz Group

Job Descriptions



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Campaign Manager

Department:

Global Recruitment

Reporting to:

VP, Customer Engagement

Job Description

Working with the Program Manager, the Campaign Manager will translate program strategy into integrated, multi-channel campaign strategies and tactics in order to drive prospect to engagement. The Campaign Manager will perform these duties to increase customer and prospect engagement and meet new customer goals.

The Campaign Manager will be an expert in industry-leading campaign strategies and tactics that ensure measurable positive impact on engagement, new enrollment, and financial performance. Further, the Campaign Manager will focus on continuously improving operational performance as it relates to creating and deploying campaigns. Successes will be achieved by helping deliver qualified prospects to the enrollment team and deepening engagement throughout the entire student lifecycle.

In addition to campaign management responsibility, the Campaign Manager will provide strategic thinking to upper management on audience engagement trends, models, and initiatives as well as improvements to current campaign processes.

Duties and Responsibilities

Campaign Management:

- Leverages best practices to create the best demand generation campaigns for specific segments to meet predefined goals.
- Create demand generation campaigns that meet Sales' needs, and best leverage our investment in content, technology, process and people.
- Work with the analytical team for campaign reporting and demonstrating marketing influence on revenue. Ability to show the efficacy of campaigns and adjust campaigns based on reporting analysis. Define campaign ROI.
- Lead in the creation of campaign planning documents including the campaign kit and creative brief for execution of the campaigns in conjunction with Power Users, Creative, Sales, and Program teams.
- Lead in the creation of campaign content, working closely with the Content Steering Committee, the program marketing team, and the creative team.
- Leverage multiple demand generation media including: Content Marketing, Inbound Marketing, SEM, PPC, Social Marketing, Direct Marketing, Telemarketing, Event Marketing, and Online event marketing.



- Effectively integrate market needs, personas, customer buy cycles, segmentation, and best practices on how to drive increasing engagement with target markets into campaign design.
- Create marketing campaigns that drive Student Lifecycle Engagement, including: Lead Generation, Lead Nurturing, and Customer Loyalty marketing.
- Contribute to list/database building.
- Perform Demand Generation/Outsourced Marketing planning and execution.
- Oversee / maintain program, campaign and project delivery plans.
- Practice advancement – Responsible for contributing towards the advancement of Revenue Marketing within the company.
- Actively contribute to the thought leadership within Marketing.
- Consult on strategic direction, business process alignment and marketing best practices as they relate to demand generation.
- Perform industry research, develop and deliver content for demand generation planning sessions.
- Define tests to experiment with different demand generation techniques.
- Preparing business summaries in PowerPoint with supporting analysis in Excel spreadsheets.

Project Management:

- Manages the full life cycle of a campaign from concept through final reports on results.
- Manage the campaign project plan to ensure adherence to scope of campaign, fight scope creep, manage to budget, and drive for on time launch.
- Perform all tasks required for successful campaign management including maintaining schedule, anticipating obstacles, assessing tradeoffs and recommending solutions, reporting campaign status and results, risks, and action items to campaign execution team (creative, solutions, power users, Sales, BU), management, facilitating campaign team meetings; negotiating for resources; managing and coordinating activities of team members.
- Ensure the campaign development process is rigorously implemented and followed for every campaign.
- Effectively and reliably use technology to manage projects, track tasks and time worked, approve resource timesheets, and track expenses and budgets against plan.

Education and Experience

- 5-7 years in demand marketing with emphasis on designing customer-centric engagements.
- Minimum of 1 year of marketing automation experience required.
- Experience using market needs, personas, customer buy cycles, and segmentation to drive increasing engagement with target markets;
- Demonstrable experience using inbound, outbound and customer marketing techniques to achieve results.
- Experience analyzing and responding to reports.
- Experience managing complex projects.

Skills and Motivation

- Genuine interest in people and the ability to grow relationships, including the types of cross-functional relationships within the organization that contribute to driving higher customer engagement and new student enrolment outcomes;
- Ability to translate program strategy into campaign strategy and tactics;
- Skill in exercising influential leadership;
- Skill in organizing and coordinating resources, and the ability to drive and account for key deliverables;
- Strong analytical and problem solving skills;
- Ability to statistically track performance at multiple aggregation levels, including tactic, and campaign;
- Sensitivity to customer needs;
- Expertise with multiple Demand Generation media including: Content Marketing, Inbound Marketing, SEM, PPC, Social Marketing, Direct Marketing, Telemarketing, Event Marketing, and Online event marketing.
- Expertise in market needs, personas, customer buy cycles, segmentation, and how to drive increasing engagement with target markets
- Expertise in Lead Generation, Lead Nurturing, and Customer Loyalty marketing
- Expertise in list/database building
- Exceptional writing, editing and proofreading skills. Creativity in bringing new programs and ideas to fruition
- Excellent communication and presentation skills with well-developed written, verbal and interpersonal skills;

- Ability to provide feedback to creative resources in creation of persona- and buying journey-centric content;
- Must thrive under targets, time constraints and deadlines;
- Capable of remaining focused;
- Drive, determination, focus, and initiative—a self-starter who can work independently and manage multiple competing priorities;
- Verbal and written English fluency.

Campaign Program Manager

Department:

Demand Generation Group

Reporting to:

VP or Director of Demand Generation

Job Description

Working directly with the Program and Campaign Strategists, the Campaign Program Manager's primary role is to manage the execution of multi-campaign programs and multi-channel campaigns. The Campaign Program Manager will perform these duties to ensure programs and campaigns go to market on time and in budget in order to contribute to increased customer and prospect engagement and meet revenue goals for the organization.

The Campaign Program Manager will blend a working knowledge of campaign strategy and tactics with expertise in project management. Using skills in project management and process adoption, the Campaign Program Manager will drive the adherence to and optimization of campaign development processes. This focus on operational performance will facilitate flawless execution of the program and campaign strategies as the Campaign Program Manager serves as the coordination point between strategy and execution teams.

In addition to day-to-day program management responsibility, the Campaign Program Manager will provide strategic thinking to upper management on operational models and business processes to further the optimization of program and campaign execution.

Duties and Responsibilities

- Manages the production cycle of programs and campaigns by creating the production plan, coordinating the necessary resources for execution, and managing the activities necessary to ensure timely execution of the project.
- Manage the program project plan to ensure adherence to scope of program, campaigns, fight scope creep, manage to budget, and drive for on time launch.
- Perform all tasks required for successful campaign project management including maintaining schedule, obtaining the right resources, leading the team through effective communication and team building, resolving issues within the team, anticipating obstacles, assessing tradeoffs and recommending solutions, reporting campaign status and results, risks, and action items to campaign execution team (creative, solutions, power users, Sales, BU), management, facilitating program team meetings; negotiating for resources; managing and coordinating activities of team members.



- Ensure the program and campaign development process is rigorously implemented and followed for every program and campaign.
- Design and maintain technical and project documentation, including campaign briefs and blueprints and campaign production calendars.
- Ensure the Quality Assurance process is rigorously implemented and followed for every campaign.
- Effectively and reliably use technology to manage projects, track tasks and time worked, approve resource timesheets, and track expenses and budgets against plan.
- Oversee / maintain program and project delivery plans.
- Strong analytical and problem solving skills.
- Ability to statistically track operational and process performance.
- Drive, determination, focus, and initiative—a self-starter who can work independently and manage multiple competing priorities.
- Excellent communication and presentation skills with well-developed written, verbal and interpersonal skills.
- Must thrive under targets, time constraints and deadlines.
- Capable of remaining calm and focused even during times of crisis.
- Verbal and written English fluency.
- Must have a strong commitment to education.

Education and Experience

- Bachelor's degree in Marketing, Management, or a related field required.
- A minimum of 4 years in marketing, management, or project management required.
- Experience in managing the development and execution of marketing campaigns.
- Experience managing campaign production in marketing automation a plus.
- Experience managing the creative process and focusing designers is a plus.
- Excellent communication skills, both oral and written.
- Working knowledge of standard demand marketing techniques, such as inbound, outbound and customer marketing techniques.
- Experience analyzing and responding to reports.
- Experience designing business processes a plus.
- Experience managing complex projects.
- Experience working in our industry is a plus.

Skills and Motivation

- Genuine interest in people and the ability to grow relationships, including the types of cross-functional relationships within the organization that contribute to driving higher customer engagement and revenue.
- Strong project management skills with PMP or CAPM certification preferred but not required.
- Sensitivity to customer needs – internal and external.
- Skill in exercising influential leadership.
- Skill in organizing and coordinating resources, and the ability to drive and account for key deliverables.

Campaign Strategist

Department:

Demand Generation Group

Reporting to:

VP or Director of Demand Generation

Job Description

Working with the Program Strategist, the Campaign Strategist will convert program strategies into integrated, multi-channel campaign strategies and tactics in order to drive prospect to customer lifecycle engagement. The Campaign Strategist will perform these duties to achieve program objectives, such as increasing customer and prospect engagement and driving pipeline and revenue results.

The Campaign Strategist will be an expert in best practice campaign strategies and tactics that ensure measurable positive impact on customer engagement, pipeline and revenue. Further, the Campaign Strategist will provide input for continuously improving the process for creating and deploying campaigns. Success will be achieved by helping deliver qualified prospects to the sales team and deepening engagement throughout the customer lifecycle.

In addition to campaign planning responsibility, the Campaign Strategist will provide input and guidance to the Program Strategist and other team members on audience engagement trends and improvements to current campaign processes.

Duties and Responsibilities

- Leverages best practices to create the best demand generation campaigns for specific segments to meet predefined goals.
- Create campaigns that meet acquisition, nurturing, loyalty, advocacy and account based marketing needs, and best leverage our investment in content, technology, process and people.
- Lead the creation of campaign planning documents including the campaign brief, campaign blueprint, and creative brief for execution of the campaigns in conjunction with Power Users, Creative, Sales, and Program teams.
- Lead the creation of campaign content, working closely with the Content Steering Committee, the program marketing team, and the creative team.
- Create marketing campaigns that drive Customer Lifecycle Engagement, including: Lead Generation, Lead Nurturing, and Customer Loyalty marketing.
- Leverage multiple demand generation media including: Content Marketing, Inbound Marketing (SEM, PPC, and Social Marketing), Direct Marketing, Telemarketing, Event Marketing, and Online event marketing.



- Effectively integrate into a campaign design: market needs, personas, customer buy cycles, segmentation, and best practices on how to drive increasing engagement with target markets.
- Define tests to experiment with different campaign techniques.
- Work with the analytical team for campaign reporting to demonstrate marketing influence on revenue. Must show the efficacy of campaigns and adjust campaigns based on reporting analysis. Define campaign ROI.
- Contribute to list/database building.
- Perform Demand Generation/Outsourced Marketing planning and execution.
- Practice advancement – shares best practices in campaign design and execution with other team members
- Actively contribute to the thought leadership within Marketing.
- Consult on customer engagement, business process alignment and marketing best practices as they relate to campaign design.
- Perform industry research to inform campaign design.
- Develop and deliver content for campaign planning sessions.
- Prepare campaign performance summaries to present to program strategist with supporting analysis in Excel spreadsheets.

Education and Experience

- 2-5 years in demand marketing with emphasis on designing customer-centric engagements.
- Minimum of 1 year of experience designing campaigns for marketing automation required.
- Experience using market needs, personas, customer buy cycles, and segmentation to drive increasing engagement with target markets;
- Demonstrable experience using inbound, outbound and customer marketing techniques to achieve results.
- Experience analyzing and responding to reports.
- Experience leading complex projects.
- Experience in our industry.

Skills and Motivation

- Expertise with multiple Demand Generation media including: Content Marketing, Inbound Marketing (SEM, PPC, and Social Marketing), Direct Marketing,

Telemarketing, Event Marketing, and Online event marketing;

- Expertise in using market needs, personas, customer buy cycles, segmentation, and best practices to design and execute best in class campaigns;
- Genuine interest in people and the ability to grow relationships, including the types of cross-functional relationships within the organization that contribute to driving higher customer engagement
- Ability to translate program strategy into campaign strategy and tactics;
- Sensitivity to customer needs – internal and external;
- Expertise in knowing which content types and media will be most effective in which contexts for which persona;
- Expertise in Lead Generation, Lead Nurturing, and Customer Loyalty marketing;
- Expertise in list/database building;
- Ability to provide feedback to creative resources in creation of persona- and buying journey-centric content;
- Skill in effective collaboration;
- Skill in organizing and coordinating resources, and the ability to drive and account for key deliverables;
- Strong analytical and problem solving skills;
- Ability to statistically track performance at multiple aggregation levels, including tactic and campaign;
- Exceptional writing, editing and proofreading skills. Creativity in bringing new programs and ideas to fruition;
- Excellent communication and presentation skills with well-developed verbal and interpersonal skills;
- Drive, determination, focus, and initiative—a self-starter who can work independently and manage multiple competing priorities;
- Must thrive under targets, time constraints and deadlines;
- Capable of remaining focused;
- Verbal and written English fluency.

Director of Demand Generation

Department:

Demand Generation Group

Reporting to:

VP or Demand Generation or Marketing

Job Description

Working under the direction of the CMO, the Director of Demand Generation is responsible for overall demand generation in our target markets and delivering of business results across a number of solutions and services. This person has proven expertise spanning demand generation, marketing operations, lead and data management, pipeline and attribution reporting, and success in driving customer engagement and loyalty.

The Director of Demand Generation will be the authoritative expert on customer engagement. Working across functions they are responsible for crafting engagement strategies that accelerate growth, increase customer retention and profitability, and convert satisfied customers into advocates.

The Director of Demand Generation will lead a world-class demand generation organization that ensures measurable positive impact on engagement, new customers, and financial performance. Further, the director will ensure the demand generation team is focused on continuously improving operational performance. Successes will be achieved by qualified, motivated and well-trained staff and through clear communication between all demand generation team members.

In addition to process authority and line management, the director will provide strategic thinking to upper management on customer insights, operational models, organizational design, and resource allocations necessary to drive the development of a customer-centric culture. Major duties and responsibilities include:

Duties and Responsibilities

- Own the business plan and results for the program/campaign strategy based on market opportunity and our strategic direction.
- Own and direct the multi-channel program/campaign development, and the associated people and processes
- Cross-functional communication and collaboration to integrate and advocate for various solution offerings to the target markets
- Direct management responsibility for marketing program managers and regional marketing managers to include: performance planning, coaching, and evaluation. Hiring, onboarding, growing, retaining and inspiring a highly diverse and talented set of people in our business.



- Must set and achieve team goals for new customer acquisition and customer retention/expansion.
- Business planning and management, including marketing MQL And SQL production, marketing sourced pipeline and marketing sourced bookings realization. Contribution and production of annual marketing business plan and management of departmental level discretionary budgets for people, training, travel and other applicable items. Ownership over the results of the marketing demand generation business plan.
- Hold team accountable for commitments and deliverables. Manage the quality of the team's work.
- Collaborate with leaders, solution owners and cross-functional teams on strategy and projects to grow the overall business.
- Manage and direct outside contractors such as PR, interactive designers, and copy writers.
- Plan and direct events leveraging an event planner
- Inspire and drive the creation of content from the many smart people across the company to support demand generation and brand awareness efforts

Education and Experience

- Director of marketing at an agency is a plus
- 3+ years directly or indirectly managing people (e.g. through marketing demand gen programs)
- 10+ years in Marketing roles
- Experience and ability to create demand for a services organization
- Experience managing and leading diverse multi-channel programs and teams
- Experience using Marketing Automation systems
- Experience managing interactive designers
- Experience with social, inbound, PR and blogging
- Experience with ABM campaigns
- Four-year university degree, Marketing specialization preferred but comparable years of experience in marketing acceptable
- MBA a plus
- Certification in a MAP is a plus
- Certifications in inbound is a plus
- Proficient use of google analytics and excel expected

Skills and Motivation

- Advanced ability to ideate marketing initiatives that will be very successful
- Advanced ability to take a seed of an idea and drive it to reality
- Advanced ability to create brand awareness and build a "buzz" around the business in the market
- Advanced ability to analyze inputs and data in order to effectively make decisions
- Advanced ability to influence others, especially those outside of their own team, to effectively roll out processes, solutions, etc.
- Advanced ability to lead, manage and develop people in a collaborative team environment
- Advanced understanding of relevant KPIs, ability to define those KPIs, and how they are likely to affect outcomes
- Advanced communications and networking skills
- Advanced ability to develop a business plan and optimize the results from that plan
- Expertise at content marketing and driving customer engagement
- Excellent communication and presentation skills with well-developed verbal and interpersonal skills;
- Drive, determination, focus, and initiative—a self-starter who can work independently and manage multiple competing priorities;
- Must thrive under targets, time constraints and deadlines;
- Capable of remaining focused;
- Verbal and written English fluency.
- Win the confidence of the sales team by delivering qualified leads and a pipeline of marketing sourced opportunities
- Meet or exceed marketing sourced bookings targets
- Adhere to Core Values of the organization
- Demonstrates effective teamwork through effective communications and colleague support
- Demonstrate ability to lead and coach team members

Director of Marketing Operations

Department:

Marketing Operations Group

Reporting to:

VP Marketing or CMO

Job Description

Working under the direction of the CMO, the Director of Marketing Operations is responsible for ensuring that the rest of marketing has the data, the technology, the processes and the reports they need to maximize their productivity. This person has proven expertise spanning demand generation, marketing operations, lead and data management, pipeline and attribution reporting, and success in deploying marketing technology and driving user adoption.

The Director of Marketing Operations will be the authoritative expert on marketing technology and data. Working across functions they are responsible for building processes and integrating systems such that marketers can use technology to communicate with customers at every stage of the buyer journey, through many channels, in a coordinated fashion that optimizes the customer experience and our business results.

The Director of Marketing Operations will lead a world-class marketing operations organization that ensures measurable positive impact on marketing accountability and performance. Successes will be achieved by qualified, motivated and well-trained staff and through clear communication between all team members. This person will advance the marketing technology stack and optimize marketing's effectiveness by getting the most out of our technology, data and processes.

In addition to process authority and line management, the director will provide strategic thinking to upper management on marketing technology trends, data models, reporting and analytics, organizational design, and resource allocations necessary to drive the development of a customer-centric culture. Major duties and responsibilities include:

Duties and Responsibilities

- Oversee and manage all marketing technology stack including MAP, CRM, CMS, Web Analytics, Event Management software, data quality management software, social platforms and future technology.
- Be a MAP master, tactically and strategically. Ability to be Admin and dictate best practices to the user community.
- Maintain and proactively update Marketo structure to ensure clean operations, ability to execute on marketing agenda, accurate reporting, and adherence to marketing best practices.
- Act as marketing data steward. Oversee data



maintenance between CRM to marketing databases including MAP, manage a clean database, and proactively fix problems.

- Establish a system for accurate reporting of business metrics, across marketing and sales, and all systems. Should include multi-touch attribution model, ROI, funnel metrics and key SaaS metrics. May include implementing BI/Attribution systems.
- Be the business analyst, establishing proper dashboards and running ad-hoc analysis to answer urgent business questions
- Work closely with sales to manage and maintain the lead waterfall qualification process, scoring, Service Level Agreements (SLAs) and Lead Management process
- Oversee and manage web/SEM agency to optimize website and website CMS system including integration with other systems and necessary plug-ins.
- Work with marketing program managers to build and deliver high quality marketing programs, including building out HTML emails, templates, landing pages, microsites, etc.
- Drive marketing to use best practices in email/content/SEO/SEM marketing
- Develop a world-class sales & marketing partnership that drives the company's revenue goals via innovative process improvements, technology, and intelligent funnel management.
- Be proactive in finding and testing technology, processes, reporting or data to support the growth of the business
- Must set and achieve team goals for new process/technology deployment and adoption, and data quality thresholds.
- Hold team accountable for commitments and deliverables. Manage the quality of the team's work.
- Assist in the quarterly marketing budget and expense rollups.
- Collaborate with leaders, solution owners and cross-functional teams on strategy and projects to grow the overall business.
- Manage and direct outside contractors such as Search/Web agencies, technology vendors.

Education and Experience

- Previous experience as a director of marketing operations would be highly desirable

- 3+ years directly or indirectly managing people (e.g. through marketing operations)
- 10+ years in Marketing roles
- Certified expert in one or more MAPs and a CRM
- Experience and ability to analyze data, processes and technologies
- Experience managing and technology rollouts and the associated teams
- Experience using Marketing Automation systems
- Experience managing agencies and vendors
- Experience working with Sales Operations and IT on technology and data initiatives
- Familiarity with major digital marketing channels including Email, Website optimization, SEO, SEM/PPC and Social.
- Experience driving business analytics and reporting, building reporting systems, using data to make decisions and running semi-complex analysis to answer business questions
- Experience configuring and managing website and inbound analytics platform such as Google Analytics, Google Tag Manager, and Adwords
- Familiarity with Content Management Systems.
- Effective data management and data structure knowledge in order to maintain a clean, operational database and source accurate performance analysis
- A track record of effectively delivering multiple projects at a time in a very fast-moving environment
- 100% reliable and detail oriented. A desire for marketing excellence and a drive to execute flawlessly. An incredible attention to quality
- Positive can-do attitude and tireless work ethic. Driven and self-sufficient.
- Excellent communication skills
- Experience managing multiple diverse projects and working with teams
- Exceptional ability to influence, negotiate and lead
- Four-year university degree, Marketing specialization preferred but comparable years of experience in marketing acceptable
- MBA a plus
- Certifications in inbound is a plus

Skills and Motivation

- Advanced ability to ideate marketing initiatives that will be very successful
- Advanced ability to take a seed of an idea and drive it to reality
- Advanced ability to lead a team in successful technology and process rollouts
- Advanced ability to analyze inputs and data in order to effectively make decisions
- Advanced ability to influence others, especially those outside of their own team, to effectively roll out processes, solutions, etc.
- Advanced ability to lead, manage and develop people in a collaborative team environment
- Advanced understanding of relevant KPIs, ability to define those KPIs, and how they are likely to affect outcomes
- Advanced communications and networking skills
- Advanced ability to develop a business plan and optimize the results from that plan
- Excellent communication and presentation skills with well-developed verbal and interpersonal skills;
- Drive, determination, focus, and initiative—a self-starter who can work independently and manage multiple competing priorities;
- Must thrive under targets, time constraints and deadlines;
- Capable of remaining focused;
- Verbal and written English fluency.
- Win the confidence of the sales team and demand generation teams by empowering them with tools to increase their productivity
- Adhere to Core Values of the organization
- Demonstrates effective teamwork through effective communications and colleague support
- Demonstrate ability to lead and coach team members

Marketing Automation Specialist

Department:
Campaign Services

Reporting to:
Director of Campaign Services

Job Description

The Campaign Services group works to support all business units collaboratively and proactively to drive and deliver campaign best practice methodologies both in process and practices in support of the company's strategic direction.

The Marketing Automation Specialist role in this team is:

- Responsible for the execution of demand generation campaigns to meet predefined goals.
- Works closely with the demand generation director and campaign services director to execute on the agreed marketing campaigns
- Will report directly to the campaign services director

Duties and Responsibilities

Working under the direction of the Campaign Services Director, the Marketing Automation Specialist works with campaign strategists to lead as a technical best practice based, hands-on expert with the marketing automation system and build and launch marketing campaigns in marketing automation and social channel technologies.

- Provides hands on subject matter expertise and overall best practice advice via certifications on various marketing automation solutions in the main role of the campaign builder or system configuration.
- Proficient and certified on Marketing Cloud, Pardot, and Salesforce CRM and can provide best practice recommendations in terms of building campaigns and reporting on results.
- Responsibility for total list management for campaigns – cleansing, updating & profiling in the systems they use - in line with the specified best practices
- Responsibility for agreed campaign execution in targeted geographies leveraging multiple demand generation media including: inbound marketing, SEM, social media, direct marketing, telemarketing, event marketing and online event marketing.
- Coordination with campaign strategy and analytical teams to measure the effectiveness and results of executed campaigns.
- Ensure consistent marketing process and tool adoption
- Maintain an understanding of best practices in the industry
- Consult on customer engagement, business process



alignment and marketing best practices as they relate to campaign design.

- Perform industry research to inform campaign execution
- Prepare campaign performance summaries to present to program and campaign strategists with supporting analysis in Excel spreadsheets.

- Strong analytical and problem-solving skills
- Ability to statistically track performance at multiple aggregation levels, including tactic and campaign
- Must thrive under targets, time constraints and deadlines
- Verbal and written English fluency
- Effective oral and written communications

Education and Experience:

- Four-year university degree, Marketing specialization preferred but comparable years of experience in marketing acceptable
- MBA a plus
- Certification in one or more Marketing Automation Platforms is required
- 5+ years in Marketing roles
- Experience and ability to analyze program results and create meaningful recommendations for immediate action
- Demonstrable experience using inbound, outbound and customer marketing techniques to achieve results.
- Experience with marketing analytics a plus
- Steeped in digital marketing best practices
- Experience in content marketing leveraging a MAP or Email platform is required

Skills and Motivation

- 5+ years of SFMC experience in roles of increasing responsibility
- Certified Salesforce Marketing Cloud Email Specialist & Consultant & Pardot Consultant
- Comfortable in all aspects of the SDLC & works at both a hands-on & strategic level
- Very comfortable in Testing & Reviewing Campaigns & providing evidence of ROI to all levels of the business
- Proficient with HTML
- A strong understanding and use of social media for business
- Ability to manage and drive multiple projects simultaneously
- Strong sales focus with knowledge of lead nurturing, lead scoring and sales/marketing organization alignment

Marketing Data Analyst

Department:

Demand Generation Group

Reporting to:

VP or Dir of Demand Generation or Dir of Marketing Ops

Job Description

Seeking a BI-driven Marketing Data Analyst who can dive deep into our data repositories to provide performance insights that will optimize customer engagements and support global business goals across product lines, brands and regions.

The Marketing Data Analyst is a highly cross-functional role, exploring both structured and unstructured data derived from multiple enterprise-class and LOB systems. This individual will help to enhance marketing impact by examining engagement and performance metrics, demographic and firmographic targeting, marketplace trends, and operational datasets via multi-variant statistical analysis to create actionable feedback and enhance program efficacy.

Success in this role will require strong strategic thinking, a solid understanding of analytical frameworks & quantitative modelling, attention to detail, effective communications and presentation skills, and a collaborative mindset. This person should be extremely detail-oriented, embrace multi-tasking, possess a thorough understanding of marketing and sales operations, terminology and reporting, and have experience with systems, including Salesforce, Marketo and data visualization tools such as Domo, Tableau, Power BI or other.

Duties and Responsibilities

- Partner with marketing and sales stakeholders to translate business KPIs into specific and measurable goals across multiple brands, product offerings and geographic regions.
- Develop a deep understanding of data sources to determine the appropriate dataset to support a “single view of the truth” across marketing and sales, as well as solution for specific business needs.
- Define and test analytical approaches and metrics strategies to uncover new customer insights.
- Develop and scale user-friendly, self-service dashboards, reports and business insights in the appropriate visualization systems based on user consumption.
- Analyze the conversion funnel from capture through sales disposition (closed won/lost) as well as examine customer cross-sell and uplift, and attrition / defection patterns to optimize velocity and retention efforts.
- Make recommendations to existing processes, workflows and campaigns based on the available data;



solutioning for enrichment and hygiene options as needed.

- Support adhoc reporting needs for key executives as well goal-setting and forecasting efforts for marketing leadership.

Skills and Experience:

- Education: Bachelors or degree in business, marketing, information systems, analytics/business intelligence, mathematics, statistics, etc., or equivalent work experience.
- 2+ years of experience in Marketing data analysis, report creation, and visualization of data for an enterprise
- Experience working in data visualization tools such as Domo (preferred), Tableau, MicroStrategy, Power BI or similar tools.
- Knowledge of Salesforce objects (lead/contact, opportunity, account, etc.) and report building.
- Analytical mindset with demonstrated ability to work through complex, ambiguous problems using structured and unstructured data.
- Solid understanding of marketing and sales concepts, terminology, practices and principals.
- Advanced ability to work in Excel with pivots/formulas/scripts.
- Familiarity with multivariate statistical analysis, including regression analysis, decision trees, cluster and cohort analysis and direct/database marketing analysis including multi-attribution modeling.
- Strong understanding of SQL and/or Python.
- Experience with Marketo.
- Works well in a fast-paced environment, often under tight deadlines
- Highly self-motivated contributor who works well as an individual and within a team environment
- Excellent organizational skills; capacity to manage multiple priorities and tasks simultaneously, cross-functional teams and communicate with all levels of management
- Must possess analytical and critical thinking skills, the ability to review reporting and make insightful, well-reasoned, data-based recommendations to internal customers on optimization and improvements of systems, integrations, and processes.
- Ability to manage and drive multiple projects

simultaneously, strong organizational and time management skills are a must

- A dynamic self-starter personality
- An ability to think strategically with a strong ability to execute plans
- Must thrive under targets, time constraints and deadlines;
- Capable of remaining focused;
- Verbal and written English fluency.

Marketing Operations Manager

Department:

Marketing

Reporting to:

VP of Marketing

Job Description

Are you a marketing technology guru looking to work in a fast-paced, challenging environment? Are you obsessed with finding the perfect MarTech stack for demand generation marketers? TPG is looking for a marketing technologist who is comfortable working directly in marketing automation, CRMs and adjoining marketing technology to meet our demand generation objectives.

Working collaboratively with the Campaign Strategist and internal stakeholders, you will deploy and manage all of Marketing's technology tools including Marketo, Uberflip, Ion Interactive, SnapApp, 6thSense and others. You should know what applications work in which environments, and provide insights that allow us to maximize the value of our marketing investments. You'll be the connected between our sales and marketing operations ensuring data flows properly from Marketo to Salesforce.com so the sales and marketing teams can measure revenue impact.

You are not a button pusher, but you are a MarTech expert. Your eyes are set on the relevant technology horizon for the firm, will introduce new concepts to the larger marketing team, and ensure that our technology needs are met almost before we knew how to articulate them. You will ensure that the technologies chosen will have longevity, fit well into our environment, and most importantly serve to increase the productivity of the marketing team.

A day in the life

- Provide hands on subject matter expertise and overall best practice advice on our marketing automation tool (Marketo) as the campaign builder and system administrator
- Build, launch and report on outbound campaigns from Marketo
- Ensure tracking from inbound and our website through programs in Marketo
- Responsible for total list management for campaigns – cleansing, updating & profiling in our systems - in line with the specified best practices
- Responsible for campaign execution in targeted geographies leveraging multiple demand generation media including: inbound marketing, SEM, social media, direct marketing, telemarketing, event marketing and online event marketing
- Coordinate with campaign strategist and analytical teams to measure the effectiveness and results of executed campaigns



- Ensure consistent marketing process and tool adoption
- Perform industry research to inform campaign execution
- Prepare campaign performance summaries to present to leadership, program, and campaign strategists with supporting analysis in Excel spreadsheets
- Work collaboratively with marketing leaders in Demand Generation and Digital/Content to ensure their teams are equipped with the technology they need to make them effective, efficient and productive
- Assess marketing/sales processes and technologies then develops recommendations and roadmap for the future state of the sales and marketing infrastructure
- Serve as a technology expert and thought leader in contemporary marketing technologies and techniques, both internally and externally
- Deliver Marketing technology integration/administration, as needed
- **Certification in one or more marketing automation platforms is required**
- 5+ years in Marketing roles
- Experience and ability to analyze program results and create meaningful recommendations for immediate action

Skills and Motivation

- Proficient with HTML
- **Proficient in marketing technologies such as Marketo, Uberflip, SnapApp, Ion Interactive, SixthSense, Intercom, Kapost.**
- Strong sales focus with knowledge of lead nurturing, lead scoring and sales/marketing organization alignment
- Strong analytical and problem-solving skills
- Ability to statistically track performance at multiple aggregation levels, including tactic and campaign
- Must thrive under targets, time constraints and deadlines
- Effective oral and written communications
- Highly self-motivated contributor who works well as an individual and within a team environment
- Excellent organizational skills; capacity to manage multiple priorities and tasks simultaneously, cross-functional teams and communicate with all levels of management
- A dynamic self-starter personality

Education and Experience:

- Four-year university degree, Marketing specialization preferred but comparable years of experience in marketing acceptable

Marketing Technology Architect

Department:

Demand Generation Group

Reporting to:

VP or Dir of Demand Generation or Dir of Marketing Ops

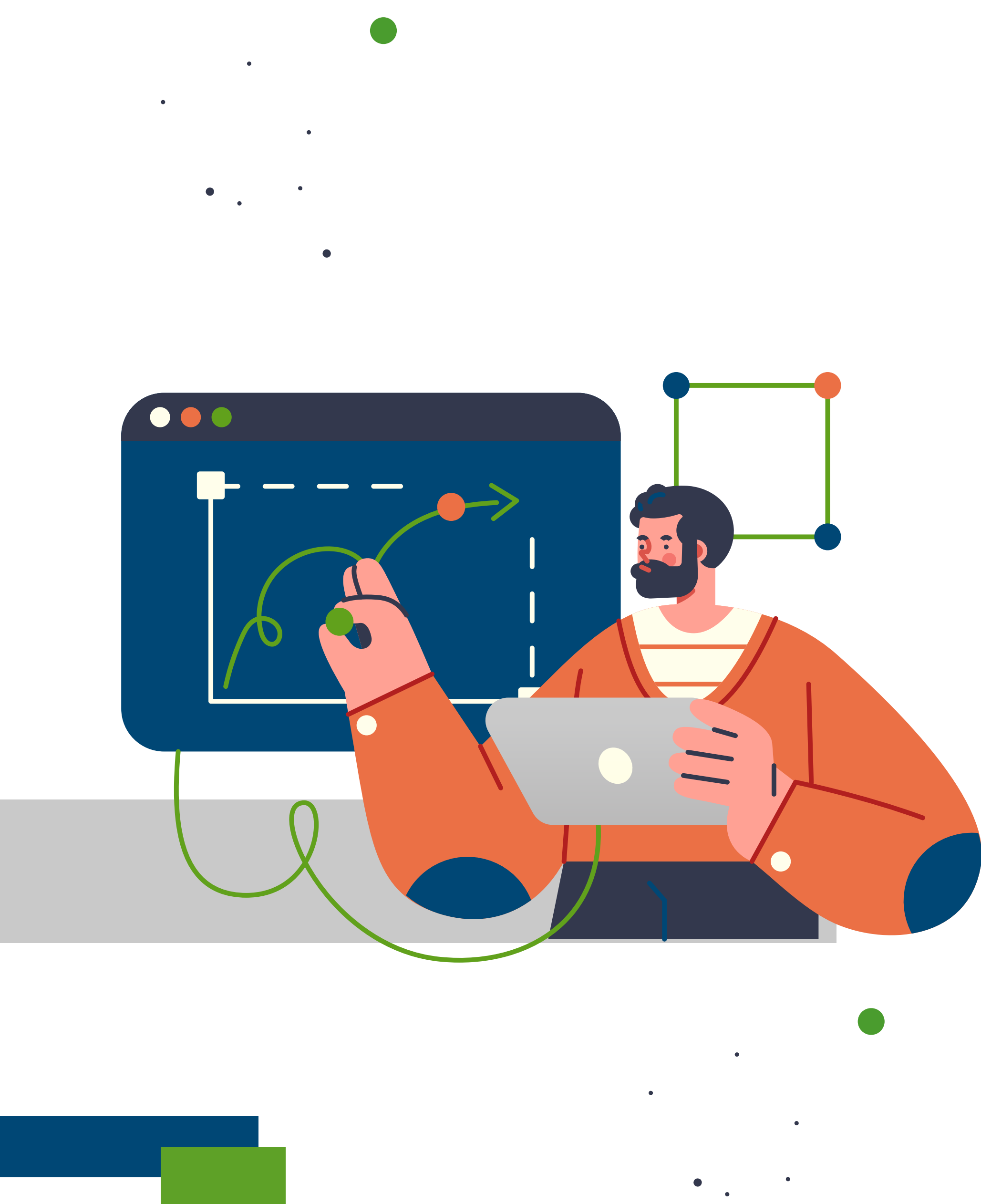
Job Description

Leads the architecture and design of Sales & Marketing infrastructure to enable and optimize digital engagement.

Working with the Campaign Strategists, Power-Users, and the Data Management team, the marketing technology architect is the guru who tracks all the recent technology releases, knows what applications work in which environments, knows what will work and not work for our firm. In short, this person has their eyes set on the relevant technology horizon for the firm, introduces new concepts to the larger marketing team, and ensures that their technology needs are met almost before they knew how to articulate them. This person ensures that the technologies chosen will have longevity, and fit well into our environment, and most importantly serve to increase the productivity of the marketing team.

Duties and Responsibilities

- Assists in the development of an overall roadmap for Sales & Marketing Technology.
- Responsible for implementation of Sales & Marketing solutions (e.g., supporting Sales & Marketing Campaigns, Marketing Segmentation and Analytical roadmap).
- Gathers, documents, and interprets the business and marketing technology requirements and identifies technologies that can meet our business needs
- Analyses, compares, evaluates, selects, and implements relevant, productivity enhancing technology for Marketing.
- Serves as an expert resource to marketing (and sometimes Sales Operations) on the custom development and integration of marketing technologies.
- Works collaboratively with marketing leaders in Demand Generation and Digital/Content to ensure their teams are equipped with the technology they need to make them effective, efficient and productive.
- Partners with corporate architecture and technology groups to ensure compliance of Sales & Marketing solutions with all relevant enterprise standards and to leverage existing corporate platforms and technologies where best suited.
- Assesses marketing/sales processes and technologies then develops recommendations and roadmap for the future state of the sales and marketing infrastructure.



- Designs and builds custom cloud-based and on-prem integrations between Marketing Automation Solutions, CRM Platforms and other marketing/sales systems (attribution, content marketing, ad networks/exchanges, social media marketing)
- Implements and resolves advanced Web front-end technology solutions.
- Is a technology expert and thought leader in contemporary Web technologies and techniques, both internally and externally.
- Delivers Marketing Automation and CRM integration/administration, as needed.
- Maintains an advanced understanding of IT industry trends in sales and marketing and provides thought leadership as required to business technology groups and other key stakeholders.

Skills and Experience:

- Strong understanding of Marketing and Sales objectives, goals and strategies.
- Familiar with SEO and SEM technologies and techniques.
- Experience with Web Analytics and Site Optimization tools.
- Strong experience with integrating marketing and/or sales technologies, especially with marketing automation (Marketing Cloud, Pardot, Marketo, Eloqua), and CRM (Salesforce.com, Microsoft Dynamics)
- Strong experience with Web technologies and techniques, including HTML, DHTML, JavaScript, CSS, AJAX, REST API's
- Strong experience with integration platforms (Muv, Scribe, Dell Boomi, Cast Iron, Informatica)
- Software development experience with Java, .NET, PHP and/or Apex
- Experience establishing and maintaining system documentation and training materials
- Advanced understanding of relational data structure and SQL knowledge
- Works well in a fast-paced environment, often under tight deadlines
- Highly self-motivated contributor who works well as an individual and within a team environment
- Excellent organizational skills; capacity to manage multiple priorities and tasks simultaneously, cross-

functional teams and communicate with all levels of management

- Must possess analytical and critical thinking skills, the ability to review reporting and make insightful, well-reasoned, data-based recommendations to internal customers on optimization and improvements of systems, integrations, and processes.
- Ability to manage and drive multiple projects simultaneously, strong organizational and time management skills are a must
- A dynamic self-starter personality
- An ability to think strategically with a strong ability to execute plans
- Must thrive under targets, time constraints and deadlines;
- Capable of remaining focused;
- Verbal and written English fluency.

Education

- 10 years of experience in information technology
- 5 years of experience building, designing and architecting marketing technology solutions with strong emphasis on data aggregation, storage mechanisms, analysis, and application of cloud platforms
- At least 3 years of experience as a technology manager or lead architect.
- Bachelor's degree or equivalent in Business Administration, Marketing, MIS, Computer Science or Engineering
- Three or more years Previous Marketing and/or Information Systems experience
- Experience in our industry is a plus.