

Manager, Marketing Automation & Digital

POSITION SUMMARY

The Manager of Marketing Automation & Digital drives and administers Calabrio's marketing automation platform (Pardot), as well as guides the strategy and execution of digital/inbound marketing efforts. This position is responsible for creating all emails and nurture campaigns, landing pages, lists, forms, lead scoring, campaigns, CRM integrations, and tracking and reporting on all marketing automation projects. A strong understanding and working knowledge of setting up campaigns within a marketing automation platform is critical. On the digital/inbound front, this position manages paid social, website optimization (SEO, design, conversion optimization) and advertising partners. This position reports to the Sr. Manager, Demand Generation on the marketing team.

CORE EXPECTATIONS

The Manager, Marketing Automation & Digital must have a demonstrated expertise in administering a marketing automation platform, as well as a successful, strong background in digital/inbound marketing strategies and tactics.

- Develop and execute inbound marketing, demand generation, lead management and automated digital marketing programs to drive lead conversion and ultimately new business acquisition
- Manage the performance and effectiveness of all marketing programs and lead generation campaigns including lead scoring and lead nurturing programs
- Develop the marketing automation infrastructure, implementing best practices, including guidelines for emails, landing pages, campaigns etc.
- Be the “sales opportunity catalyst”—forecast, measure, analyze and report on the impact of demand creation activities on sales pipeline, revenue and sales cycle length
- Oversee database management—segmentation, list acquisition/import, data cleansing, event capture and lead management
- Work in conjunction with the Sr. Manager, Demand Generation on inbound marketing strategies (SEM, SEO, paid social, website management) and manage vendor relationships
- Manage Google Analytics/Google Tag Manager configuration, tagging and ongoing reporting & analysis

- Drive A/B testing with marketing deliverables, analyze the results and give recommendations for best path forward
- Work cross-functionally (with Marketing, Product, Sales, IT) to understand Calabrio's audience and drive more engagement, KPIs, process and general buy-in of programs

CORE REQUIREMENTS

- Bachelor's degree in marketing, business or communications
- 5+ years of hands-on B2B marketing experience, preferably in technology, in inbound and marketing automation
- 2+ years of administering a marketing automation platform (Pardot preferred) utilizing nurture campaigns, lead scoring, larger campaign management and syncing with a CRM (Salesforce preferred)
- Ability to manage multiple priorities in fast paced environment
- Strong "can do" attitude. Won't say "no" but says "we could do this instead..."
- Technologically-savvy, with a strong interest in marketing automation and digital best practices
- Strong analytical skills
- Solid writing skills
- Some travel may be required

BENEFITS

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and extensive benefits package including paid time off, medical, dental, vision and 401k benefits and future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture. To learn more about our company please visit: www.calabrio.com.

To apply to this career opportunity, follow this link:

https://workforcenow.adp.com/jobs/apply/posting.html?client=calabrio&jobId=146844&lang=en_US&source=CC3

ABOUT CALABRIO

Calabrio, Inc. is a growing software company that delivers highly innovative solutions for businesses that want to take their customer service organizations to the next level. Through call recording, workforce management, performance management and analytics, Calabrio customers have a new level of information about their customers and about their business. Calabrio delivers the most flexible, intuitive solutions in the industry, and our unique approach is why Gartner placed us as the only vendor in the Visionary Quadrant this year.

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