

# Marketing Operations Specialist

## POSITION SUMMARY

Calabrio, Inc. has an opportunity for a Marketing Operations Specialist in its downtown Minneapolis corporate office. As a marketing operations specialist, you will work to create scalable processes that ensure best practices in lead generation and database management. You will also conduct complex data analyses that will be used to inform strategic decisions by stakeholders from across the company. You will be working in a fast-paced environment managing multiple projects at once.

## CORE EXPECTATIONS

- Manage technical aspects of key marketing systems (marketing automation, CRM) used to generate, distribute, and report on leads.
- Establish and maintain scalable processes that ensure best practices in campaign and lead management.
- Create and maintain metrics reports on marketing and sales activities, effectiveness, and business impact.
- Analyze marketing and sales data to develop insights and make recommendations on areas for optimization.
- Monitor and maintain data quality within the marketing database.
- Evaluate new technologies and add-on applications to improve and optimize marketing team performance.

## CORE COMPETENCIES

- Strong analytical skills (including mastery of Microsoft Excel) and experience with reporting and data analysis.
- Experience with Salesforce.com required
- Proficiency in database management
- Proficiency in marketing automation systems (e.g. Marketo) and integrating those systems with other technologies.
- Ability to manage multiple projects at the same time in a fast-paced environment.
- Technically capable, excellent communicator, and a desire to improve processes.
- Must have drive, flexibility and willingness to learn.
- Ability to adapt to changing priorities
- Highly motivated, results oriented
- Requires confidence, persistence, and an outgoing personality
- Ability to learn new software quickly and become a power user
- Ability to articulate needs for process improvements
- Other core competencies will be defined by your direct supervisor/manager

## EDUCATION/EXPERIENCE

- BA/BS in business management, marketing or equivalent
- Call/contact center industry and/or software experience a plus

### **MENTAL/PHYSICAL REQUIREMENTS**

- Ability to sit for long periods of time depending on your position and/or getting up and down through your work shift
- Frequent alpha/numeric keyboarding
- Ability to view a computer for a long period of time

### **WORKING RELATIONSHIPS**

- Report to the Marketing Campaign Manager
- Work closely with all areas of the company; sales personnel, peer software engineers, group leads and other employees and departments within the company
- Direct work with prospects, customers and partners

### **COMPANY POLICY/PROCEDURES COMPLIANCE**

Follow all company policies and procedures as well as local, state and federal laws concerning employment to include, but not limited to: I-9 information, EEOC, Civil Rights and ADA.

### **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](http://www.calabrio.com).

To apply to this position, follow this link:

<https://home.eease.adp.com/recruit/?id=14951131>

### **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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