

Title: Marketing Automation Manager (Marketo)

Reports To: Marketing Manager

Location: Vancouver, WA

Position Summary:

One of the fastest growing and most exciting technology companies in the Northwest is looking for an experienced Marketing Automation Manager to build and scale the company's Marketo infrastructure to effectively fuel and support all marketing efforts. This role will be responsible for creating scalable processes that ensure best practices in lead generation and database management. The role will develop marketing automation strategies that will drive acquisition and adoption of the platform.

The ideal candidate will have a solid background architecting complex operations within Marketo, a high-technical aptitude and an understanding of demand marketing. As part of our growing, results-driven marketing team, the Marketing Automation Manager will be working in a fast-paced environment managing multiple projects at once. We are looking for an individual who is passionate and can leverage previous experiences to help accelerate growth.

Responsibilities:

- Manage all technical aspects of Marketo; recommend and build the appropriate marketing tech stack in support of demand gen programs
- Establish and maintain scalable processes that ensure best practices in campaigns and lead management
- Update and optimize existing architecture within Marketo for improved lead processing, scoring, hygiene and performance
- Build and maintain reports to monitor funnel efficiency and track ROI and KPIs for every campaign
- Educate and implement email best practices for all external communications
- Oversee the processing of all new leads entering into the database and being passed to sales
- Ensure seamless integration and lead management data processes between Marketo and Salesforce

- Deploy data hygiene initiatives to maintain a clean and accurate database
- Develop and document business processes and workflows to improve overall organizational efficiency and effectiveness
- Create best practice documentation and train staff on ongoing basis

Qualifications:

- BS/BA in Business, Marketing, Economics or related field
- 3+ years hands-on marketing automation experience within B2B
- Previous Marketo and Salesforce experience is a must
- Successful track record of implementing and managing marketing automation systems and associated integrations
- Experience in Database Management, including segmentation, reporting and maintenance
- Good communicator, and ability to communicate to non-technical audience
- Highly driven, self-motivated team player ready to excel in a fast paced, data-driven marketing team.
- Expert in marketing automation concepts and best practices
- Possess a strong attention to detail and quality control
- Strategic thinker with excellent problem solving and analytical skills
- Well-organized with excellent planning and project management skills; Ability to multi-task and prioritize

Compensation:

Outstanding benefits and compensation depending on experience.

For Consideration and Additional Information Please Contact:

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