

Job Title: Marketing Automation Manager - IDT

Job Description

We are looking for an energetic, experienced marketing professional who wants to join our growing Demand Creation team responsible for managing our global marketing automation programs. The Marketing Automation Manager will play a key role in campaign development and execution within Marketo, working closely with others in the Demand Creation team, as well as key internal stakeholders. You will own all aspects of IDT's marketing automation from campaign creation, to data import, database segmentation and clean up, to reporting and analyzing key metrics, providing post-campaign analysis, and optimizing performance and ROI.

This position reports to the Director of Demand Generation & Communications.

Key Responsibilities

- Develop and maintain campaign workflows designed to deliver content in accordance with the sales cycle stages and effectively move prospects through the buyer's journey
- Develop and execute lead capture and nurture strategies, and continuously monitor and test effectiveness
- Implement and manage marketing automation processes for campaigns, nurture flows, communication schedules, lead scoring, and reporting and analysis
- Own the marketing database including data imports and clean up, list segmentation, subscription management and reporting
- Develop reports that show the effectiveness of campaigns, along with analysis, trends and recommendations
- Develop closed-loop analytics with Sales to measure how marketing promotion and activity converts Leads into Opportunities

Qualifications

- 3+ years of digital marketing experience building and managing inbound and outbound integrated email-centric marketing programs
- Proven knowledge and experience with lead scoring and automated campaign frameworks
- Experience with Marketo required, certification is a plus
- Personable, professional, and friendly
- Very organized and highly detailed; exceptional time management skills
- Excellent verbal and written communication skills
- HTML, Model N experience a plus
- Bachelor's degree in business or marketing (or related field)

For more information or to apply, please click this link - [Career Center](#)