



POSITION AVAILABLE:

Marketing Automation Strategist—Job ID #JCLT4701

ABOUT US:

Jackson and Coker is a physician recruiting agency that helps physicians find the right job opportunities. We work with healthcare facilities and government agencies to fill their physician staffing needs. Jackson & Coker has been in the physician recruitment industry for over three decades. It is recognized as one of the oldest and well-known physician staffing firms in the country; providing permanent and locum tenens placement to both physicians and healthcare facilities.

Jackson & Coker is a member of the Jackson Healthcare family of companies which has been recognized as the 2014, 2015 and 2016 # 1 "Best Places to Work" by the Atlanta Business Chronicle and has been in the top ten for ten consecutive years. Our main office is located at the Corporate Headquarters for Jackson Healthcare in Alpharetta, GA.

POSITION PURPOSE:

The Marketing Automation Strategist helps drive aggressive sales growth through digital channels and is a data-driven inbound marketer who focuses on continuous testing, analysis, and improvement of the marketing funnel. The Marketing Automation Strategist will also build and interact with external partners and marketers to help distribute content that educates our audience while supporting our marketing goals.

ESSENTIAL FUNCTIONS AND BASIC DUTIES:

- Manage all aspects of our Marketo instance and its CRM integration including lead scoring, email and landing page development, testing, database management, reporting & analytics, and optimization
- Execute inbound marketing, demand generation, lead management and automated digital marketing programs to drive lead conversion and ultimately new business acquisition
- Work with teams to translate marketing requirements into functional campaigns within marketing automation and CRM systems
- Leverage real-time personalization technology to ensure the right message is delivered to the right person at the right time
- Implement best practices, including guidelines for emails, landing pages, campaigns etc.
- Create strategy to drive nurturing programs
- Determine target markets/prospects then apply knowledge to planning and executing e-mail strategies to the same
- The ideal candidate relentlessly increases digital conversion rates and improves the web experience.
- Support sales and marketing alignment through effective communication and coaching

Education/Experience:

- 3-5 years' relevant work experience
- Bachelor's and/or Master's degree -- preferably in Marketing, Business, Engineering, Psychology, Advertising or Public Relations

Required Knowledge Skills and Abilities:

- 3+ years experience in either Marketo or Eloqua (Oracle's Marketing Cloud)
- Intermediate skills with Microsoft Excel and Google Analytics
- Desire to develop and do whatever it takes to get the job done in a fast-paced and energetic team
- Able to work with minimal supervision and exercise independent judgment and tact
- Excellent writing, grammatical, and proofreading skills in both business and creative writing
- Ability to communicate with conviction and respect
- Ability to multitask and be flexible
- Must be extremely detail oriented in approaching assigned tasks

Our Alpharetta headquarters is a new facility complete with a state-of-the-art gym, a full-service cafe, Starbucks and a game room packed with entertainment. All associates are eligible for our company sponsored 401k with company matching funds, medical, dental and vision insurance, and company health, disability and life insurance.

Jackson Healthcare and its family of companies is an EEO/AA Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability or protected veteran status.

Apply Online:

[Jackson and Coker Career Site](#)

[LinkedIn Jobs- One Click Apply](#)