

## **Job Description**

### **Email Marketing Manager**

*Adviser Investments*

*Full-time*

#### **Description**

The Email Marketing Manager will own Marketo internally and be active in the Marketo community in Boston and be passionate about the tool. This role will be in charge of the lead nurturing program, which currently accounts for about 75 pieces – and growing. This person must ‘get’ analytics and be able to use them to understand the whole picture. Candidates must be outgoing, confident and have a great personality. WordPress and Constant Contact experience are a plus.

#### **About Adviser Investments**

Adviser Investments and its subsidiaries operate as an independent, professional wealth management firm with particular expertise in Fidelity and Vanguard mutual funds and portfolio construction.

#### **Principal Duties and Responsibilities**

- Maintain, administer and configure our Marketo instance, ensuring proper usage, designing and managing workflows, maintaining the database and database optimization, providing internal technical support, and more. Assist in the setup of marketing programs and campaigns in Marketo.
- Create marketing automation programs within Marketo
- Analyze marketing campaigns and drive future strategy based on campaign reports
- Create and maintain marketing reports to understand marketing program performance, pipeline and revenue attribution
- Ensure that all images are properly formatted and optimized for the web
- Create landing pages in WordPress with Marketo forms
- Optimize lead scoring, flow, routing, automation and overall integration to Salesforce
- Ensure that all marketing materials comply with all brand and style guidelines, serve as a final check on all web and email content; ensure technical accuracy of web and other digital content; perform cross-browser testing
- Customize email templates and extend templates as needed; identify new template needs
- Respond to new project requests and evaluate the appropriate solution needed
- Contribute to maintaining positive office morale, even in the face of high work volume and challenging periods
- Take on other office-wide duties at the request of Department leadership
- Adhere to the mission, credo, and standards of behavior of Adviser Investments

#### **Required Skills**

- Ability to prioritize and manage multiple priorities, projects, and resources with great efficiency and attention to detail; eager to take on new projects
- Creative, open-minded, and enthusiastic about seeking new solutions to challenges
- Strong interpersonal skills; ability to influence others without formal authority
- Excellent verbal and written communication skills.
- Must have a great attitude and be a self-starter with the ability to work in a team-based, fast-paced atmosphere with high standards for quality, accuracy, and innovation.
- Strong teamwork skills, including the ability to effectively collaborate with stakeholders and communicate ideas clearly.
- Strong technical skill set
- Strong attention to detail

**Required Experience**

- Minimum five years of marketing experience with at least two year of hands-on work with Marketo
- Bachelor's degree in marketing, communications, or equivalent is required
- Experience with Salesforce or similar CRM
- Experience in project management and project tracking
- In depth knowledge of interactive marketing technologies and strategies and innovations
- Experience managing multiple web technologies and applications
- Experience with cross-browser and cross platforms testing

The ideal candidate is a team player and should be able to manage multiple projects at a time. This person should understand our different audiences. Experience with Marketo is a must. It's important for this person to be a creative. This person would be our in-house Marketo expert and use this expertise to create efficient and effective programs for the marketing team. Strong teamwork skills, including the ability to effectively collaborate with stakeholders and communicate ideas clearly.