

The Role

The marketing operations manager role is a brand new position at Enigma that will run the marketing engine behind our fast-growing company. We need a seasoned marketing ops professional to develop scalable processes from the ground up and adapt to our fast-paced environment and rapid growth trajectory. This position is a key marketing team member who will partner and collaborate closely with teammates in commercial, sales, and other departments.

About You

A strategic, data-driven marketer with a deep understanding of the technical aspects of key marketing systems used to generate, distribute, and report on leads. You're determined to impose structure on chaotic data so you can derive insight and create actionable business value.

Hyper focused on elevating the brand, the Enigma Marketing team will rely on your data analysis to inform our strategic decision making process as we continue to find our voice. You are an excellent communicator who thrives in a fast-paced environment managing multiple projects at once.

Responsibilities:

- Create, maintain and analyze metrics reports on marketing activities, effectiveness, and business impact.
- Evaluate new technologies to improve and optimize team performance.
- Monitor and maintain data quality within the Salesforce IQ database. Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.).
- Manage various email and social campaigns, including the calls-to-action, and content used in our email sends.
- Measure results and optimize the lead nurturing workflows.
- Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.

What we look for:

- Strong conceptual thinker and an interest in bringing fresh ideas, innovations and energy to a burgeoning Marketing team
- Proficiency in marketing automation systems and CRM
- Strong analytical skills and experience with reporting and data analysis
- Ability to manage multiple projects at the same time in a fast-paced, high-growth environment
- Experience with SalesForce, Eloqua and Siriusdecisions a plus
- 5+ years experience in marketing utilizing technical and analytical skills
- BA/BS or equivalent working experience
- Generosity, curiosity and hustle (our values)

About Us

Enigma is a fast growing team in the heart of the Flatiron in NYC. We help Fortune 500 companies, the world's largest financial services firms, hedge funds and governments explore and find hidden

connections between public and private data to inform critical decisions by leveraging our cutting edge data management technology.

A winner of 2013 TechCrunch Disrupt, Enigma is backed by blue chip investors that include NEA, Two Sigma Ventures, Comcast Ventures and the New York Times.

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