

Marketing Automation Manager

Title: Marketing Automation Manager

Business Unit: Central Services

Department: Digital Strategy

Reports to: Executive Director, Digital Strategy

Classification: Exempt

Summary of the Job

The Marketing Automation Manager will lead our efforts across our DWA subsidiary agencies (Avant Healthcare, AVAIL, and Forefront) on marketing automation. A successful candidate should be a marketing automation expert who thinks like a strategic marketer.

This is an opportunity to build this expertise across our agencies as we implement marketing automation into our growing business. Additionally, there are opportunities to expand this as a service offering to our clients. This position requires proficiency and knowledge in the functional areas of advertising, audience generation, building customer relationships, and healthcare professional recruitment and will provide technical support and guidance to the cross-functional teams. The Marketing Automation Manager will optimize attendee recruitment at events we run for our clients by ensuring appropriately customized strategy, accurate attendance projections, implementation of effective recruitment tactics, and monitoring success rates of recruitment approaches. They will also be responsible for helping our clients build and execute customer relationships management plans that create ongoing meaningful engagements.

The Marketing Automation Manager must be proficient in creating, optimizing, and sending e-mails that are opened and clicked. This position will be responsible for creating and optimizing landing pages and forms that convert, as well as cleaning, segmenting, and maintaining data. The ideal candidate should be able to build reports that show e-mail and channel performance.

Essential Functions

- Establish a range of automated marketing campaigns based on various criteria
- Work with strategy, client services, and analytics teams on conceptualizing and designing innovative campaigns based on client needs
- Review existing marketing campaigns across the business and automate where appropriate
- Implement lead scoring practices to enable higher conversions of quality leads
- Carry out A/B testing on automated marketing campaigns to maximize results
- Segment audiences and optimize campaigns to increase effectiveness
- Report on all campaigns and make changes where necessary
- Implement and continuously improve processes related to marketing automation
- Lead e-mail campaigns to ensure we are in compliance with all laws as well as creating engaging experiences on behalf of our clients with their customers and ongoing relationships
- Understand and develop new recruitment strategies and tactics and identify/partner with contractors as necessary to maintain our competitiveness
- Deliver a steady stream of qualified leads for the organization in partnership with the marketing team
- Support our internal marketing and business development efforts through campaign development and execution
- Measure results and optimize the nurture tracks for these segments to convert leads to customers

- Maintain an advanced working knowledge of contract compliance and federal/state regulations in order to provide department training on compliance related to policies and SOPs and updates regarding new regulations, amended regulations, or discontinued regulations; provide functional compliance requirements; answer questions; and give direction
- Manage e-mail lists, data file aggregation, and uploads according to campaign requirements
- Provide quality assurance of campaign flowcharts and lists

Education and Experience

- Required
 - 5+ years of experience working in the advertising field, with extensive experience with call-to-action campaigns
 - Previous experience using marketing automation platforms such as Marketo, Pardot, and especially HubSpot
 - Strong analytical mindset and an ability to analyze campaigns
 - Excellent e-mail marketing and campaign experience is essential
 - Excel in fast-paced environments and have the ability to effectively manage multiple concurrent projects
 - 3-5+ years of CRM and marketing automation experience
 - Associates or bachelor's degree in a related field or equivalent experience required
- Preferred
 - Previous experience in the healthcare, marketing, or pharmaceutical industries
 - Successful track record with attendee recruitment for healthcare events
 - HTML and CSS experience preferred

Competencies

- Behaviors and qualities of a professional and a lifelong commitment to **professional development** as demonstrated by an **excellent** ability to **manage time**, work in a **collaborative** way, **adapt** to change, act in a **professional manner**, **manage stress**, and demonstrate a **service orientation**
- A commitment to conducting business according to the highest ethical standards as demonstrated by an **excellent** knowledge of **industry legal compliance guidelines**, **organizational ethics**, and a demonstration of **personal ethics and integrity**
- Ability to communicate effectively as demonstrated by **advanced** level **verbal, writing, and presentation skills** and an **excellent** ability to **influence and impact others through meaningful and persuasive delivery**
- Ability to apply the knowledge, skills, and abilities necessary to achieve continuous quality improvement as exhibited by **superior accuracy**, **excellent problem solving**, **superior quality management**, and **client-readiness** behaviors
- Leadership skills as distinguished by a **strong** ability to **develop vision and strategy**, an **excellent** ability to **develop and empower people**, **manage change**, **build relationships and influence others**, **build and lead effective teams**, and **achieve results**
- Knowledge and application of the management disciplines as demonstrated by an **excellent** ability to **plan and coordinate**, **develop and execute business plans**, **manage budgets**, **manage personnel**, and **exhibit systems thinking and integration**
- Vision and innovation as displayed by an **excellent** ability to **think critically**, a **strong** ability to **think creatively**, **engage in visioning**, and **approach business opportunities in an enterprising way**