



## Marketing Automation Manager

**Type:** Full Time, On-Site

**Description:** Bull Moose Marketing is seeking an analytical, and technically proficient, **Marketing Automation Manager** to help implement digital marketing strategies for enterprise-level businesses in varied industry segments across the country. The Marketing Automation Manager will be challenged to continually evolve their knowledge and capabilities across core marketing automation platforms, and related technologies.

The Marketing Automation Manager will work as part of an account team responsible for handling day-to-day client needs related to online advertising and promotional campaigns. A Manager should be well-versed in social media marketing, content marketing, search engine marketing, and email marketing as well as understanding how to best employ web applications, marketing apps, and automation tools.

**Beyond tactical and technical skill, the top things we look for in our team members are:**

- People smarts
- Ability to “think on your feet”
- Forever curious and keeps up on changes to the market landscape
- Self-starter mentality
- Humility
- Team-oriented (ability to discuss problems with others and work together to find a solution)

**Responsibilities:**

- Build and execute marketing campaigns across a variety of marketing automation platforms
- Analyze client’s current marketing automation and web properties and provide recommendations as part of Square Deal Strategy engagements
- Setup and configure client’s marketing automation and CRM platforms
- Integration of marketing automation tools with client’s website or other platforms
- Integration of marketing automation and client’s social media channels
- Ensure marketing automation platforms and tactics conform to relevant compliance standards and regulations (i.e. CAN-SPAM, GDPR, etc.)
- Ensure consistent, positive user experience with marketing automation tools across devices (PC, tablet, mobile) and browsers (Chrome, Edge, Safari, etc.)
- Create/modify targets, goals and other campaign specific matrices
- Create/Modify lead scoring rules to grade between hot, warm and cold leads.
- Follow and refine analytic procedures and reporting standards
- Set up of relevant KPI dashboards
- Brainstorm and develop marketing strategies and test their success and key metrics.
- Mapping out campaign workflow plans with the help of flowcharts
- Setup, test, and QA trigger-based campaign workflows

# Job Description



- Setup, test, and QA lead capture tools to include forms, chatbots, landing pages, emails, CTA's, smart content, etc.
- Setup, test, QA and send sequence emails or pre-scheduled emails
- Upload lead and prospect databases into marketing automation and CRM platforms
- Segment and analyze prospect database to target campaigns
- Keep an eye on the performance of segmented lead databases
- Setup targeted ad campaigns through client's paid media channels
- Drive consistent, relevant traffic and leads from our client's paid media channels
- Keep current on new developments with various marketing technologies
- Advise account team members on employment of marketing automation
- Process client workorders related their marketing automation and CRM platforms
- Contribute topical articles to the Bull Moose Progressive Marketing blog

## **Top skills and experience we look for:**

- Proficiency on how a marketing automation system works
- Understanding of marketing automation lead databases
- Understand the intersection of content distribution and marketing automation
- Experience with HTML coding and data-mapping between systems
- Understanding the impact of marketing automation on organization
- BA/BS degree or equivalent work experience
- Demonstrated ability to multitask
- Creative thinker with an ability to use both data and intuition to inform decisions
- Willingness to participate in/pass relevant marketing certification courses as instructed
- Bonus experience and skills: Graphic design, demand gen or inbound marketing, and blogging

To apply go to our Careers page <https://bullmoosemarketing.com/careers/> and complete the online application.

For questions contact us at:

- Phone 814-573-9028
- Email: Ron Mattocks at [rmattocks@bullmoosemarketing.com](mailto:rmattocks@bullmoosemarketing.com)