

## Role profile

### Description of role and context

Job title	Marketing Automation Specialist		
Department/team	Global Marketing	Hours of work	37.5 hours/week
Line manager	Global Marketing Programs Manager	Line reports	None

### Role purpose

The Marketing Automation Manager is responsible for ensuring that marketing communication programs are executed with excellence. Executing with excellence includes: defining and optimizing marketing automation flows, scheduling outbound emails, ensuring compliance with communication preferences, monitoring and reporting results on a micro and macro level and managing the integration between our marketing and sales automation systems.

### How this role fits into the business

This role sits within the marketing programs team. The team contributes to the overall success of the business by executing programs that increase awareness of The Myers Briggs Company, generate new business opportunities and engage our existing clients. This person will be based in the oxford office working alongside other marketing professionals as part of a larger global marketing team.

### Key responsibilities

#### Marketing Automation Coordination and Support

- Work with Regional Marketing Managers to build, manage and optimize lead generation and nurturing programs that impact all stages of the buyer journey
- Build and deploy operational and survey-oriented campaigns
- Collaborate with team members to manage pre- and post-certification promotions including nurturing campaigns, geo-targeted emails, and the referral process
- Train and enable the sales team to use Marketo Sales insights functionality to aid prospecting efforts
- Create and implement standard operating procedures for Marketo; for example, naming conventions, reporting, campaign costs, file systems, etc.
- Create and maintain customized landing pages to support marketing automation efforts
- Provide technical support for regional marketing managers, ensuring all campaigns are of high quality and delivered on time

### Operations efficiency

- Own high-level reporting metrics vs established goals. Creating monthly reports to track performance
- Own the process of controlling email load and ensuring prioritization of campaigns.
- Work with Professional Services and business analytics to define and manage the process of introducing new customers to our systems, ensuring data integrity and tracking is maintained at a high level
- Ensure the marketing team is aware of any changes to the Marketo instance including version updates and upgrades made by Marketo. Make recommendations to the Global Marketing Programs Manager about how to implement new functionality.
- Work with Business Analytics team to maintain a high level of data integrity and ensure seamless integration between Salesforce and Marketo
- Stay on top of any new plug-ins or apps that Marketo or other vendors release that would add value to the company's efforts. Evaluate and make recommendations on any additions to Marketo.
- Create and maintain campaign and promotional source codes in the ERP system
- Work with and train regional team members to use Marketo according to agreed procedures to track ROI and success metrics for every campaign
- Work with outside agencies to ensure smooth integration of all inbound marketing efforts

These job duties and responsibilities are not intended to be all-inclusive. Other job duties may be assigned by the department manager.

This job profile is current as at the date shown below. In consultation with the post-holder, it is liable to variation by management to reflect or anticipate changes in or to the job.

## Person specification

### Knowledge

#### Essential:

- Knowledge of email best practice, including personalization, a/b testing, deliverability, etc.
- Working knowledge of Windows-based applications to include, but not limited to Microsoft Word, PowerPoint, and Excel

#### Desirable:

### Experience

#### Essential:

- Minimum of 3-5 years of related work experience
- Prior experience with online marketing and marketing automation systems; particularly with Marketo and Salesforce.com
- Experience integrating paid social networks into campaigns

#### Desirable:

### Technical skills and abilities (or technical competencies)

#### Essential:

- Excellent organizational abilities, including scheduling, prioritizing, follow-through, and multi-tasking.
- Excellent written and verbal communication skills and problem-solving abilities.

#### Desirable:

### Qualifications / training

#### Essential:

- Bachelor's Degree in marketing, Communications, Business or related field

#### Desirable:

- Marketo certified expert

## Person specification continued

### Behavioural competencies

This section highlights the behaviours from the TheMyers-BriggsCo competency framework that are **top priority** for this role. This does not mean that the others are not relevant, rather that those in bold are the behaviours that are **most critical to success**. Performance against these essential behaviours will be assessed in selection and considered within the performance appraisal process when evaluating the way an individual has approached their objectives.

Competency	Level	Competency	Level
Client focus	2	Integrity	2
Innovation and initiative	2	<b>Passion, commitment and drive</b>	<b>3</b>
Interpersonal effectiveness	2	<b>Problem solving and judgement</b>	<b>3</b>
<b>Planning and organisation</b>	<b>3</b>	<b>Technology orientation</b>	<b>3</b>
Resilience and flexibility	2		

## Summary of main terms and conditions of employment

The terms and conditions of employment applying to the position are as follows:

### Salary

Commensurate with experience

### Benefits

- 25 days paid holiday, plus up to five days unpaid leave per annum
- Free individual private healthcare and dental cover
- Group personal pension scheme where The Myers-Briggs Co matches individual contributions between 3% and 5% (eligible to join after three months)
- Life assurance, paying four times salary
- Parking available on site
- Employee Assistance Programme
- Long Term Disability Insurance

### Notice period

The contractual notice period for staff in the above post is one month on either side during the first 12 months, increasing to two months thereafter.

### Probationary period

3 months

### Hours of work

37½ hours per week. Some adjustment to hours may be possible to accommodate those requiring flexibility.

Date role profile updated: December 2019