

Campaigns Operations Manager

Location: London, San Francisco, New York or Remote

The Campaign Operations Manager is an integral member of the marketing team. This role offers a great opportunity for a self-motivated individual who is detail-oriented yet also able to see the big picture to ensure all operational puzzle pieces come together. The ideal candidate will be a Martech savvy professional who thrives in a dynamic environment with proven experience in Marketo and Salesforce.

Our company is a fun, fast-paced tech start up and can support a fully remote working environment in North America and Europe.

You will

- Execute best-in-class Marketo programs in support of the buyer journey, including demand generation, pipeline acceleration, etc. and manage technical aspects of key marketing systems (Marketo, Salesforce) used to generate, distribute, and report on leads.
- Own the end-to-end tactical management of Marketo to build, deploy and monitor critical demand generation programs, such as engagement programs, trigger and batch campaigns, email, webinar and live event programs. Activities include but are not limited to program flow builds, email creation, landing page creation, form creation, list uploads and data management.
- Build reports and dashboards to provide visibility into marketing campaign results, funnel/pipeline health and the ROI of marketing investments.
- Create, analyze and maintain metrics reports on marketing and sales activities, effectiveness, and business impact and make recommendations on areas for optimization.
- Monitor and maintain data quality within the marketing database. Ensure all program assets and data management programs adhere to General Data Protection Regulation (GDPR) and local email laws and participate in cross-functional data hygiene/governance initiatives.
- Evaluate new technologies and add-on applications to improve and optimize marketing team performance.
- Help evaluate technologies & execution ensuring our systems are best-in-class to support business requirements around automation, conversion and optimization tracking, lead scoring, personalization, and lifecycle management.
- Build, maintain, and document operational processes and marketing technology integrations.

The Skill Set

- 3-5 years of B2B experience in marketing operations and/or demand generation preferably in the technology industry focused on B2B markets.
- 2+ years hands on experience in Salesforce and Marketo (as well as HTML).

- Experience supporting or developing marketing programs that drive pipeline contribution such as (SEO, Content, offline experiences,...etc).
- Understanding of the sales pipeline from lead to bookings and very familiar with the marketing contribution to this pipeline.
- Experience managing a large scale marketing database and overseen augmentation and supported initiatives around improving database quality.
- Proficient with Excel and have strong analytical skills.
- Excellent prioritization and organizational skills, attention to detail and flexibility to multi-task across projects with varying deadlines.
- Problem-solving maven adept at quickly dissecting an issue into its component parts and identifying the root cause or opportunity.
- Excellent verbal and written communication skills.
- High energy, self-starter with bias for action and sense of urgency to deliver results.

BONUS POINTS

- Familiarity with multi-touch attribution (MTA) and experience reporting using an MTA methodology.
- Experience with relationship marketing contact strategies including triggered engagements and account-based-marketing (ABM).

To apply for this position please send your covering email, outlining which role you are applying for in the subject line, along with your CV to jobs@weave.works

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