

Digital Marketing Specialist – Marketing Operations Agency

CRMT is a Marketing Operations Consultancy – a hybrid agency combining best-practice consulting, system integration and digital campaign services that’s metric-driven, process-minded and very tech-savvy.

We work in partnership with well-known global enterprise organisations at various stages of marketing maturity, enabling them to execute, strategise and transform their marketing activities. Our experts combine 15 years of experience at the forefront of marketing and sales technology with strategic consulting knowledge to help drive organisations towards operations excellence.

Your responsibilities will include:

- A combined delivery role with execution and best practice consultancy for complex customer campaigns
- Act as the internal and external SME for client marketing campaigns
- Contribute individually to complete tasks such as
 - Set up, testing and execution of digital marketing campaigns involving emails, forms, landing pages
 - Data loading, segmentation, distribution lists for digital marketing campaigns
 - Producing regular and ad-hoc reports
 - Marketing automation systems maintenance
 - Working closely with our account and project teams
- Responsible for assisting client services and consultants in design and delivery of digital marketing campaigns
- Develop strong client relationships, instilling credibility and legitimacy

In order to be considered for this role you must:

- be Degree educated or equivalent experience
- have a minimum of 12 months experience using a marketing automation tool, preferably Oracle Eloqua, Marketo or Pardot
- be proficient in HTML and CSS
- be marketing technology practitioner with a strong hands-on approach to technology
- have a demonstrable experience of campaign delivery within marketing automation to agreed cost, timescales and quality
- have the ability to work in an advisory capacity, identifying opportunities to implement best practice and to help clients realise the benefits of marketing technology
- have solid understanding of the complexities and integration dependencies across multiple solutions
- devise and develop the campaign solution design and architecture
- provide support and expertise to achieve a successful deployment of the solution
- have the ability to clearly communicate technical information to a non-technical audience
- have experience in a marketing or agency environment
- be proficient in MS Office tools, particularly Excel, Word, PowerPoint, Outlook
- have the ability to mentor junior team members
- be a self-starter with a 'can do attitude', while being able to recognise the limitations of your expertise and seek the support of the team when appropriate

- be a strong team player, with an enthusiastic/proactive/flexible approach to getting jobs done
- be able to manage and prioritise workloads whilst also adapting quickly and intelligently to changing demands
- have keen attention to detail
- have clear communication skills, in person, written and on the phone
- be keen to learn and have an inquisitive mind
- be able to keep calm under pressure
- have excellent organisational skills

Other skills/qualities which would be an advantage are:

- Oracle Eloqua, Marketo or Pardot certification
- Knowledge of Javascript
- Experience with reporting or BI tools
- Experience with any other marketing technologies, eg LookBookHQ, Allocadia, Vidyard
- Experience of CRM systems, eg. Salesforce, MS CRM, Oracle on Demand etc.
- Experience of Analytics, eg. Google Analytics

Remuneration: Competitive salary and benefits commensurate to experience

If you are interested in this vacancy, please send your cv to hr@crmtechnologies.com. Please make it clear which vacancy you wish to apply for and let us know why you think you would be suitable.

Note - direct applicants only. No agencies please.