

Digital Marketing Systems Manager – 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 sit plumb between marketing, sales and IT and work with business leaders to maximise the investments they’ve already made in people and technology to drive marketing effectiveness and efficiency.

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, best practice advice and general team lead responsibilities
- Lead the digital marketing team acting as mentor and managing escalations within the team and clients
- 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 campaign emails, forms, landing pages
 - Data loading, segmentation, distribution lists for e-marketing campaigns
 - Producing regular and ad-hoc reports
 - Marketing automation systems maintenance
 - Working closely with our account and project teams
- You will be responsible for all or part of the design and delivery of the digital marketing campaigns, including the configuration and data model design, customisations and extensions, campaign architecture and interfaces
- Contribute in sales meetings and presentations in a pre-sales capacity, being able to run demonstrations and proof of concepts independently to clients and prospects with confidence
- Develop strong client relationships, instilling credibility and legitimacy with management
- Having a broader perspective of potential issues encountered when leading the digital marketing team and the strategies to overcome them

In order to be considered for this role you must:

- experience working with multiple clients, ideally in agency environment
- be Degree educated or equivalent experience
- have 24 months or more experience using a marketing automation tool, preferably Eloqua or Marketo
- have a minimum of one certification in Marketo, Eloqua or Pardot
- have 24 months or more experience in HTML, CSS, Javascript
- be a marketing or technology practitioner with a strong hands-on approach to technology and using technology to support a marketing strategy
- have a demonstrable successful delivery of campaigns within marketing automation, from inception through to delivery to agreed cost, timescales and quality
- have proven ability to architect innovative solutions which deliver value to clients

- 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
- engage with client stakeholders to analyse business processes and functional requirements in the context of one or more SaaS services e.g. Eloqua and Salesforce.com
- devise and develop the campaign solution design and architecture
- assist in training and change management activities, including the development of training materials and the delivery of training sessions
- provide support and expertise to achieve a successful deployment of the solution
- have excellent presentation and demonstration skills and the ability to present ideas effectively
- 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 and lead junior team members
- be a self-starter with a 'can do attitude'
- 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 a 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:

- Experience with Eloqua Insight and reporting tools or Marketo reporting
- Experience of CRM systems, eg. Salesforce, MS CRM, Oracle on Demand etc.
- Experience in being a team lead
- Degree educated or equivalent experience

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.