

Job Title: Marketing Automation Manager

Department: Marketing

Reports to: Freddie McGrath

Responsible for (if applicable):

Overall purpose of the role: As Marketing Automation Manager, you will power our high growth aims by leveraging the full capabilities of Pardot and Salesforce. You will be the custodian of our customer data, ensuring that we have the best view of our key personas and integrate all data collection points to form a 360 view.

You will aim to grow our customer base and increase revenue from current customers by creating smart scoring and automated campaigns that nurture and convert from lead to conversion. Integrating new MarTech software and platforms will add a new edge to our scalability, and you will work on connecting them to pass data and trigger new campaigns that engage and convert at higher rates.

This opportunity is perfect for you if you're looking for a place to try new ideas and accelerate your development in a fast-paced environment.

Key Responsibilities

- Responsible for email marketing program development and execution, including segmentation, testing, and deployment.
- Maintain Marketing Automation integration with CRM and assist in the integration of additional platforms into the marketing automation software
- Understand and evaluate campaign metrics and distribute campaign performance to the marketing and sales team.
- Work with management to define KPIs, create reporting (in Salesforce + Pardot), and analyse campaign performance. Create recommendations to optimise campaigns continuously.
- Manage marketing automation efforts and processes, proactively researching and implementing the latest best practices, strategies, and industry standards
- Plan and manage contact strategies to support lead nurturing, conversion, retention, cross-sell, up-sell or reduce churn rates.
- Manage the customer database in Pardot and Salesforce to ensure data is up-to-date and connect different systems to use all available data sources to create a full view of our customers.

Experience, Knowledge and Skills

- Pardot – 2+ years
- Marketing – 5+ years
- Email automation
- Website CMS management
- Pardot MarTech integration
- Conversion rate optimisation

- Customer lifecycle development
 - Email campaign delivery and optimisation
 - Salesforce reporting
 - Salesforce database management
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Please also be aware of and follow the Peoplesafe policies and procedures, with particular attention to health and safety, equality and diversity and customer service excellence. To further your development and knowledge you will be expected to attend training as necessary. Peoplesafe reserves the right to amend this role profile as necessary, after consultation with the post holder, to reflect changes in or to the job.