

POSITION: Marketing Automation Specialist (Remote)

EmpowerFi is seeking a Marketing Automation Specialist to deploy and manage integrated marketing campaigns using various automation platforms such as Creatio and SharpSpring. The best candidate excels in automation journey mapping, email marketing, CRM development, and digital storytelling and design. JavaScript and HTML are a plus. As a Marketing Automation Specialist, you will be responsible for managing client marketing automation initiatives and platforms, and developing automation strategies that include acquisition, nurturing, engagement, and retention campaigns with ad-hoc, drip, and automated tactics. This role collaborates closely with designers, project managers, and data analysts on the team to create integrated, omni-channel client campaigns.

Roles and Responsibilities

- Create, schedule, test and report performance on emails, forms, landing pages, and campaigns.
- Create lists and build segmentation.
- Build nurture programs based on list segmentations.
- Maintain Marketing Automation integration with CRM and assist in the integration of additional platforms into the Creatio automation software
- Understand and evaluate campaign metrics and distribute campaign performance to client marketing teams.
- Work with management to define KPIs, create reporting, analyze campaign performance. Create recommendations to improve campaigns continuously.
- Plan and perform A/B testing to define and execute enhancements to productivity, conversion rates, programs/campaign ROI, and sales growth.
- Build workflows for drip campaigns including targeting and timing logic, if/then scenarios based on responsive behavior, call-to action logic, from logic, trigger logic utilizing the correct data points, and automated tasks.
- End-to-end email campaign development: editorial planning, HTML and associated campaign asset creation, testing, consumer and data segmentation, deployment, and analysis.

Position Requirements

- 2+ proven years of marketing automation or digital design experience.
- Expert knowledge of database management concepts and best practices.
- Strong working knowledge of Creatio, Salesforce, SharpSpring, Marketo or HubSpot.
- Must have superior communication skills, both written and verbal.
- Must be highly organized and self-motivated with a sense of urgency.
- Capable of handling multiple tasks with competing priorities under minimal supervision.
- Able to think critically and exercise independent judgment and discretion.
- Content creation (copywriting and basic design) for financial services.
- HTML, CSS and JavaScript Preferred.
- C# skills a plus.

Interested candidates may send resume and salary requirements to jobs@empowerfi.org.

**Inquiries without salary requirements will not be considered.*