

## MARKETING OPERATIONS MANAGER

### JOB SUMMARY

The Marketing Operations Manager will help plan and oversee Alma's daily marketing operations to ensure goals and objectives are achieved. This position will support and execute marketing campaigns to drive quality leads and pipeline for our Sales team while building customer loyalty through optimized campaigns and nurture programs. We are looking for someone who is an expert at creating and building successful marketing automation platforms (Pardot). We need someone who is high growth-obsessed and analytical to effectively measure, test, improve, and optimize wherever possible. With the ability to strongly impact growth, the Marketing Operations Manager will be results-oriented and must have the ability to operate in a fast-paced, remote environment. This role will have a significant impact on the Marketing and Sales teams and a large influence on Alma's success.

### DUTIES/RESPONSIBILITIES:

- Help plan and organize daily activities related to marketing operations
- Lead an interdepartmental team to complete marketing campaigns on time, to specifications, and with accuracy and efficiency
- Manage implementation projects for Alma's advertising and promotional activities (Monday.com)
- Analyze target market information to identify and recommend effective marketing approaches; prepare effective advertising campaigns based on market research
- Draft, implement, maintain, and revise online marketing campaigns to drive sales and revenue to the company; schedule and control traffic
- Communicates and collaborates with sales and marketing teams to provide training and information required to promote and sell new projects, programs, and systems
- Provide guidance and execution of design work (overflow)
- Deliver robust analytics and weekly reporting; measure productivity by analyzing performance data, financial data, and activity reports
- Assists with budget preparation for the marketing department
- Performs other related duties as assigned

**SUPERVISORY RESPONSIBILITIES:**

- Oversees a marketing team to ensure projects are completed on time and to specifications
- Delegates work and assignments to team members based on expertise, work experience, and time constraints

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge and awareness of emerging products, services, and industry trends
- Ability to represent, enhance, and communicate Alma's unique position in Ed-Tech
- Solution oriented and collaborative managerial and supervisory skills
- Extensive knowledge of tech operations and project management
- Monday.com implementation and management (or similar platform)
- Pardot implementation and management
- Ability to interpret financial data as needed to set campaign goals
- Excellent communication skills: remote, written, and eventually interpersonal
- Excellent organizational skills and attention to detail
- Proficient in Microsoft Office Suite, Google Suite, Adobe Creative Suite, and Slack
- Openness and willingness to learn, accept feedback and evolve to fit our needs
- A commitment to Alma's mission and vision to help empower educators

**EDUCATIONS AND EXPERIENCE:**

- Bachelor's degree in Business Management, Business Administration, or related field required; M.B.A. preferred
- 3+ years of related marketing and management experience
- High level experience with a project management platform, like Monday.com or similar
- High level experience in Marketing automation, especially Pardot
- Salesforce experience (Ed-Tech sales ops experience is a huge plus!)