

NEW ROLE: MARKETING DATA OPERATIONS ADMINISTRATOR

JOB SUMMARY:

The Marketing Data Operations Administrator will help plan, implement, and track Alma's daily marketing operations to ensure goals and objectives are achieved. This position will support a growing marketing department, and functionally 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 successfully maintaining and optimizing marketing automation platforms (We use Pardot).

We need someone who is growth-obsessed and highly analytical to effectively measure, test, improve, and optimize wherever possible. With the ability to strongly impact growth, the Marketing Data Operations Administrator will be results-oriented and must have the ability to operate in a fast-paced environment. This role will have a significant impact on the Marketing and Sales teams and a large influence on Alma's success.

DUTIES/RESPONSIBILITIES:

- Develop, maintain, analyze, and optimize data system for marketing that tracks and reports all marketing activities, campaigns, and results
- Develop, maintain, analyze, and optimize a data analysis framework to guide and assist decisioning around market segmentation by role/channel/geography, dollar spend, marketing team effort spend, ROI, etc.
- Analyze target market information to identify and recommend effective marketing approaches; prepare effective campaign timeline based on market research and analytics
- Assist sales team with data analysis
- Help maintain schedule of daily activities related to marketing operations
- Provide logistical support to interdepartmental teams to complete marketing campaigns on time, to specifications, and with accuracy and efficiency
- Implement, maintain, and revise online marketing campaigns to generate qualified leads; schedule and control workflow traffic for the marketing team.
- Communicates and collaborates with sales and marketing teams to provide training and information required to accurately record data needed by marketing
- Deliver robust, navigable analytics and weekly/quarterly/yearly reporting.

- Assists with budget preparation for the marketing department
- Performs other related duties as assigned

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 skills
- Extensive knowledge of tech operations and project management
- Deep proficiency and comfort with Excel and/or Google Sheets
- Understanding of both conceptual and data driven approaches to customer segmentation
- Asana.com implementation and management (or similar platform)
- Expert Pardot and Salesforce (both maintenance and optimization) skills a must, with a focus on extracting data for a variety of analytics and data visualization
- Excellent communication skills: remote, written, interpersonal, and the presentation of complex analytics
- Excellent organizational skills and attention to detail
- Proficient in Microsoft Office Suite, Google Suite, and Slack
- Adobe Creative Suite proficiency a plus
- 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

EDUCATION AND EXPERIENCE:

- Bachelor's degree in Business Management, Business Administration, or related field required (or equivalent experience)
- 3+ years of related marketing operations and data analytics experience
- High level experience with a project management platform, like Asana.com or similar
- High level experience in Marketing automation, especially Pardot
- Salesforce experience
- Ed-Tech sales/marketing ops experience is a huge plus!

A NOTE TO CANDIDATES:

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet every one of the qualifications as described in a job description. We are most interested in finding the best candidate for the job, and that candidate may be one who comes from a less traditional background. We would encourage you to apply, even if you don't believe you meet every one of our qualifications described.

TO APPLY FOR THIS OPPORTUNITY, PLEASE SEND YOUR RESUME AND A COVER LETTER (W/SALARY EXPECTATIONS) TO: CAREERS@GETALMA.COM