

Job Description

Job Title	Marketing Automations Executive
Reporting to	Marketing Manager
Purpose	As a marketing automation executive, you will be responsible for deploying and monitoring automated marketing activities on various projects at Newable.

Key Responsibilities	Specific Tasks	Business Objective
Implement strategic automated nurturing and engagement campaigns.	<p>Working with the Central Marketing team, the executive will set up, deploy and monitor eCRM and automated marketing activities using Pardot and Salesforce.</p> <p>Working with the Central Marketing team to develop and execute marketing automation plans to align with the marketing strategy.</p> <p>Take ownership of large scale companywide automation and engagement programmes.</p>	Progress prospects and customers on their customer journey through automated.
Manage and optimise lead nurturing campaigns.	<p>Responsible for the day to day management of our Pardot automation system for demand generation, lead nurturing, lead scoring/grading and engagement studios.</p> <p>Working with Central Marketing, the executive will design and build campaign journeys using Pardots Engagement Studio, designed to nurture new and existing leads to conversion.</p>	Develop market leading digital marketing campaigns.
Reporting on Pardot campaigns.	<p>Take ownership of the improvement, maintainance, management and reporting of our Pardot marketing automation system.</p> <p>Track key performance metrics for marketing automated campaigns using Pardot Dashboards and key insights. Analyse and generate insights to improve future marketing activities.</p> <p>Using Lifecycle and Campaign reporting to provide actionable insights to help improve our customer conversion funnel.</p>	Report and improve on customer engagement and conversions.

<p>Integrate automated marketing messages with other channels.</p>	<p>Working closely with the Central Marketing team to ensure marketing automations are relevant, engaging and aligned with other touch points.</p> <p>Working with the Digital team to ensure marketing automations are integrated seamlessly with other digital platforms, such as website, social, customer portals and microsites.</p>	<p>Ensure seamless interaction for customers with Newable across channels.</p>
<p>Build and maintain campaign assets</p>	<p>Create marketing assets to deliver relevant and timely communications.</p> <p>Working with Central Marketing to build campaign assets, such as emails, landing pages, lists and forms to ensure the smooth running of the marketing automation programmes.</p> <p>Working with the Central Marketing and Digital team to create engaging and converting landing pages.</p>	<p>Ensure timely and relevant content reaches customers at the right point in their journey.</p>
<p>Stay up to date with marketing trends/customer journey mapping</p>	<p>Actively research and review new marketing trends which will help us improve our customer journeys or lead nurturing processes.</p> <p>Proactively develop expertise in using the Pardot platform to effectively execute our email marketing strategy, ensuring segmented and engaging campaigns are sent out on time using our automated email software to the best of its functionality in an effective, timely manner to agreed objectives.</p>	<p>Ensure continuous improvement within the Central Marketing team.</p>
<p>Lead and data management</p>	<p>Responsible for the successful ongoing segmentation of our database.</p> <p>Implement and maintain a lead scoring and grading system within Pardot across multiple programmes and projects.</p> <p>Data cleansing to ensure our database remains a high quality.</p>	<p>Develop a clean, segmented marketable database.</p>
<p>Utilising Pardot for key insights on prospect activity</p>	<p>Generating an understanding of a typical customer journey through Pardot insights to develop and improve campaigns.</p>	<p>Develop market leading automated campaigns.</p>

Candidate Profile

Element	Essential	Desirable
Skills	Salesforce (2 years minimum) Pardot (2 years minimum)	Basic HTML and CSS
Qualities	Confident and enthusiastic individual with the ability to expand within the role. Excellent communication and collaboration skills. A proactive, explorative nature.	
Knowledge and Experience	2 years experience in a similar role. 2 years experience using Pardot is essential.	Lead Nurturing Customer Journey Planning Financial Services
Qualifications	Marketing related degree	

Conditions and Remuneration

Starting salary	£28,000 - £35,000
Benefits	Newable Benefits Package
Hours	35 hours per week
Location	140 Aldersgate Street
Holidays	25 days per annum

Newable is committed to equal opportunities for all, irrespective of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation, or any other protected grounds. Disabled people who meet all of the essential criteria will be invited to interview.