



Marketing Automation Specialist

Michael Page • Fortitude Valley QLD 4006



Base pay

\$90,000 - \$100,000



Work type

Full time



Contract type

Permanent

Job details



Date posted

22 Jun 2022



Category

Marketing & Advertising



Occupation

Brand Manager



Base pay

\$90,000 - \$100,000



Contract type

Permanent



Work type

Full time



Job mode

Standard business hours



Industry

Media & broadcasting



Work Authorisation

Australian citizen /
Permanent resident

Perks

Training

Skills

MARKETING

TIME MANAGEMENT

DIGITAL CAMPAIGN

MARKETING AUTOMATION

Full job description

- Work with an established team of like-minded brand and marketing professionals
- Beautiful modern workspace, exciting clients and projects, competitive salary

About Our Client

Our client has been building brands since 1999, working with a diverse portfolio of companies from an exciting mix of industries. The team deliver strategically led projects from creative concept and design, to complete campaigns, websites, marketing automation and digital marketing and have worked with many familiar household names.

Job Description

- Manage a portfolio of Marketing Automation projects/clients: a lower volume of clients with more focused efforts on individual client outcomes rather than large volume of clients

- Developing/implementing strategies and solutions in line with client objectives (across various automation platforms - primarily Marketo)
- Facilitation of client strategy workshops to develop Marketing Automation approaches, followed up by the creation of strategic plans as identified in these workshops or strategy sessions
- Monitoring and reporting and analytics of Marketing Automation efforts and programs, creation of client facing reporting and presentation of results
- Working alongside internal teams to deliver the best outcomes for our clients. Specifically helping Account Management team to comprehend complex Marketing Automation concepts, and helping to deliver solutions, responses and general communication with clients either directly or indirectly via your account manager/director
- Development and facilitation of training of internal NOUS staff where required, and specific program training of external client team members
- Willingness to develop skills in EDM and landing template page development to the NOUS standards

The Successful Applicant

- Experienced Marketing Automation professional
- General business/marketing acumen with prioritisation of value and return on investment for clients
- Strong verbal and written communication skills - meeting facilitation and written reports are key
- Proficiency in MA platforms is vital, earning and maintaining Marketo 'MCE' level will be required
- Effective project and time management capabilities
- A can-do attitude and general eagerness to drive effective client results
- The role will not initially require advanced web development, but a working knowledge of HTML/CSS is preferable with a willingness to grow skills in this area for asset creation
- Proactively maintains and grows your own skill set through training and events

What's on Offer

- Work with an established team of like-minded brand and marketing professionals
- Beautiful modern work space, exciting clients and projects, competitive salary