

Job Description

Job Title:	Marketing Automation Specialist	Revision Date:	Dec. 2021
Work Location:	Norwood, MA		
Department:	Marketing		
Reports to:	Director, Marketing	FLSA Status:	Exempt
<p>Summary:</p> <p>The Marketing Automation Specialist is a key member of the growing Advanced Instruments team and will be responsible for managing and fully leveraging the capabilities of our marketing automation platform (Pardot) and integrated tools to support lead generation and revenue growth. This role will work closely with the marketing, sales, and business operations teams and will manage all strategic and tactical initiatives related to Pardot administration, lead lifecycle marketing, and reporting. They will build data-driven email marketing and automation programs and establish processes that drive engagement, conversion, and customer retention. This person will assure campaigns are aligned with the company's strategic goals and will help drive business growth through automation. The ideal candidate will have a unique combination of lead generation experience, marketing automation platform proficiency, and an analytical mindset.</p>			
<p>Essential Functions:</p> <ul style="list-style-type: none"> Plans, builds, and executes industry leading email marketing and marketing automation campaigns across the biopharma and clinical businesses. Responsible for daily hands-on work including email builds/sends, landing page builds, dynamic content creation, list imports, audience segmentation, lead scoring and database management Manage and execute lead nurture campaigns and campaign journey frameworks within Pardot Work with marketing and sales team to define KPIs and create insightful reporting to analyze campaign performance, and make recommendations to improve future initiatives Uncover opportunities to optimize marketing emails, landing pages, and other campaign assets to maximize engagement, conversion, and retention across the customer lifecycle to continually improve productivity, conversion rates, programs/campaign ROI, and sales growth Work with marketing team to build themes into conversational marketing playbooks and optimize to drive customer engagement Implement scalable processes for tech integration and onboarding of new tools Maintain and monitor internal system integrations for the digital marketing technology stack <p>Duties and responsibilities may change. All AI employees are encouraged to be flexible and responsive to changes in scope of duties.</p>			
<p>Experience Requirements:</p> <ul style="list-style-type: none"> 3+ years in digital marketing 2+ years working with marketing automation platform (Pardot required) Strong understanding of Salesforce (preferred) Strong project management skills. Strong analytical, written, and verbal communications skills. Excellent time management skills and the ability to prioritize workload effectively. Comfortable working in a fast-paced environment and able to independently manage multiple projects. Fluent in using Google analytics, and other analytic tools for decision making and optimization of digital campaigns 			
<p>Education Requirements:</p> <ol style="list-style-type: none"> An undergraduate degree in communications, marketing, or related field 			

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2. Excellent interpersonal skills and ability to forge strong partnerships with various audiences
3. Strong attention to detail, ability to present digital marketing plans and engage in conversations, receive feedback, and implement plans with great speed and efficiency
4. Self-starting, entrepreneurial approach where resources and plans require prioritization and regular updating to keep content fresh and engaging

Physical Requirements and Working Conditions:

1. Typical office environment. Hybrid role
2. Must be able to use basic office equipment: computer, printer, copier, telephone, etc.
3. Must be able to remain stationary for long periods of time.
4. Must be able to assess aesthetics of printed materials.
5. Must be capable of communicating with stakeholders.

Application Process:

Interested candidates should send their resume to:

Advanced Instruments LLC
2 Technology Way
Norwood, MA 02062
jobs@aicompanies.com

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time