

Marketo Administrator



Xgrid Marketo Administrators are skilled and passionate professionals that have a high customer and product delivery orientation, with the ability to both understand the “big picture” issues and to drill down to detail. The successful candidate will be responsible for our Marketing Automation Platform, Marketo. This role will be the subject matter expert on all things Marketo and responsible for the integration, optimization, and technical support of Marketo. The ideal candidate loves problem solving, challenges and deep-diving into analytics. They will also have data integrity top of mind and be able to communicate to internal stakeholders.

Job Requirements

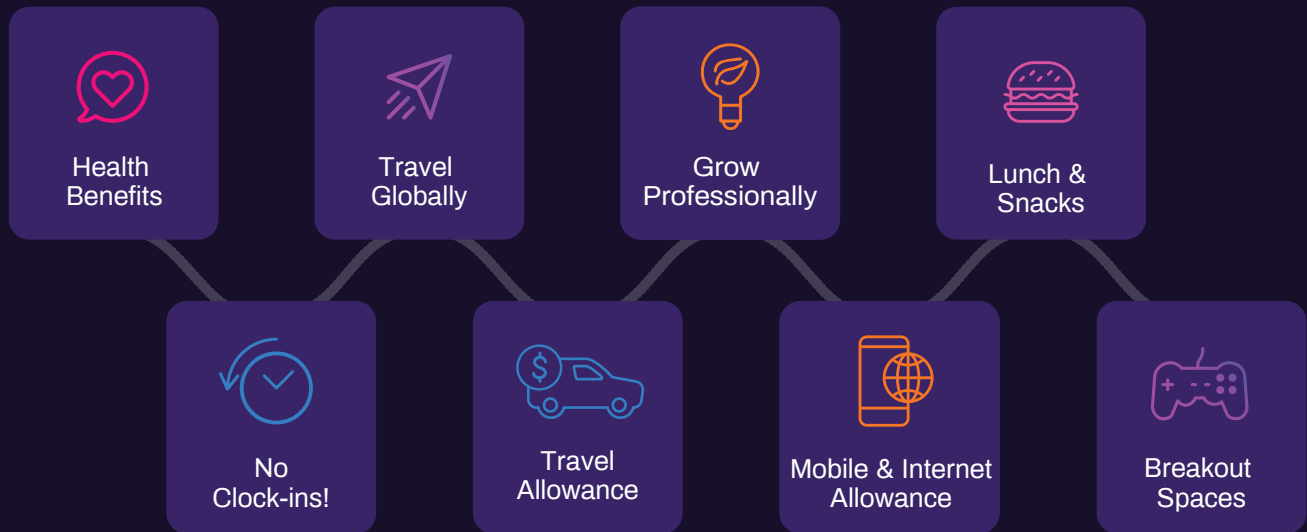
You will be expected to

- ▶ Manage administration and expanded use of Marketo as the marketing automation platform.
- ▶ Develop campaign landing pages and conduct A/B tests to improve conversion rates
- ▶ Ensure a successful configuration, implementation, and maintenance of all marketing programs within Marketo
- ▶ Track and measure marketing campaign ROI, attribution and sales effectiveness
- ▶ Work with the Director of Marketing to target content for email nurturing and programs that move leads through the buying process
- ▶ Create sales and marketing KPI dashboards, and other reports for executive review
- ▶ Establish lead scoring methodologies and intelligence programs used to help sales prioritize activities
- ▶ Work with outside marketing agencies, CRM administrators, and internal marketing stakeholders to ensure data is clean, campaigns are executed on time, and marketing metrics are reported accurately
- ▶ Create Marketing programs and campaigns having Emails, Forms, List Imports as needed

Job Qualification

- ▶ Bachelor's degree in Marketing or Business
- ▶ Marketing operations experience as it relates to email nurturing, funnel optimization, and database management
- ▶ 2+ years of experience as an administrator of Marketo – certification is a plus
- ▶ Thorough understanding of marketing metrics and analytics, proactive in analyzing performance and making improvements
- ▶ Advanced experience with developing and maintaining Marketo integration with Techstack like Salesforce
- ▶ Excellent verbal and written communication skills
- ▶ Understanding of the B2B lead funnel and strategies to optimize lead conversions

Employee Benefits



To apply, drop us an email at: hr@xgrid.co