



Role Description

Marketing Automation Specialist

Coffee + DUNN is about achieving marketing success through improved marketing strategy, operations, and technology. Our passion is to improve the quality and effectiveness of marketing, applying leading technologies to increase speed or scale, realigning processes and people to create competitive agility, and applying thoughtful strategies to measure performance.

Our unique approach bridges the critical gap between agencies (creative focus) and traditional consultancies (technology or management consulting focus) by connecting customers to marketing capabilities, blending contemporary marketing insight and proven management thinking. Our solutions are thoughtful and practical, initiating positive results immediately.

Our team members are a fusion of marketing practitioners, ex-agency professionals, process consultants and marketing technologists with an unwavering commitment to client success and value. We seek team members who are flexible, hardworking, and naturally curious.

About This Position

The Marketing Automation Specialist will serve as a key member of the Managed Services team, with a primary focus on executing impactful marketing programs across select digital channels for Coffee + DUNN clients. Our marketing services are oriented around Microsoft Dynamics 365, including Marketing, Sales, Service, and associated toolsets/technologies. These services are targeted toward large or medium scale enterprises with complex marketing challenges. Services are designed to enable attributable growth across marketing channels, including web, email, digital, SMS, social, events and webinars, etc.

While the Marketing Automation Specialist primarily interacts with the Client Success Director and Managed Services Team, additional collaboration with our business development team members, data engineers, implementation consultants, and trainers is expected. This role reports to the Director, Marketing Services.

Your Typical Day

- Act as Microsoft Dynamics 365 Marketing subject matter expert for client campaigns
- Work with the Digital Marketing Lead to set-up and execute the client's overall marketing strategy
- Execute omnichannel marketing campaigns (e.g., evergreen/nurture/event) with various objectives (e.g. demand generation, event promotion, lead nurturing/conversion, community engagement)
- Templatize campaign assets where possible, including emails, forms, pages + automated journeys
- Build forms + landing pages aimed at optimizing conversion rates
- Identify and implement audience acquisition, curation, and segmentation techniques to effectively grow, nurture, and maintain audiences
- Implement a "test and learn" approach to campaign design in order to maximize results and establish best practices (e.g., A/B testing)
- Report on and track digital analytics that measure the alignment and performance of marketing and sales for a client

Experience Required

- 1-2 years of marketing experience, as part of either a marketing services provider or internal marketing organization
- Basic knowledge of modern B2B/B2B2C/B2C marketing strategies and practices
- Demonstrative understanding of omnichannel campaigns such as email, web, digital, SMS, social, etc.
- Working HTML/CSS knowledge
- Ability to work with disparate requests from clients/requestors on various timelines to execute campaigns
- Ability to create and collaborate with internal and external stakeholders to formalize a cohesive marketing strategy and implement successful email marketing campaigns
- Excellent organization skills
- Comfortable in a fast-paced and entrepreneurial environment
- Problem solver with strong attention to detail
- Strong communication skills and excellent time-management skills

Experience Preferred

- College degree in Marketing, Business, or Information Systems
- Technology experience utilizing customer relationship management and/or marketing automation tools such as Microsoft Dynamics 365 Marketing, Marketo/Adobe, Pardot/Salesforce, Eloqua/Oracle, ClickDimensions, Hubspot, or similar (superuser or similar)
- Clear desire to proactively learn new technologies and stay up to date with the latest marketing automation trends and best practices

Location and Travel

- Flexible, subject to reasonable travel expectations (commuting distance to International Airport)
- Virtual – work from home
- < 5% travel expected

Other

- The Marketing Automation Specialist is a full-time exempt role