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# Example of Automation Specialist Job Description

Our innovative and growing company is looking to fill the role of automation specialist. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for automation specialist

* Conceptualization and creation of multi-channel digital experiences using marketing automation strategies, techniques, and tools to create digital experiences based on customer behaviors and preferences over a range of channels including emails, landing pages, display and social retargeting, dynamic website experiences
* Coordinate and manage all email marketing campaigns from start to finish — content, sign off, layout, message, segmentation, analysis, reporting back to sales teams
* Responsible for all marketing related technology programs and systems, including Marketo, Salesforce.com, Cvent, CrowdCompass, GoToMeeting/GoToWebinar, Survey Monkey
* Manage marketing automation system
* Assist with execution of Maintenance Cost Index (MCI) projects as assigned
* Generate Process Change Authorizations (PCAs) for reliability improvements and engage the Design group for changes requiring an engineering package
* Provide input during the scope development of plant and capital projects and review engineering documents for compliance to company and site standards
* Represent the Reliability Group in turnaround scope development
* Support international Business-to-Business stakeholders
* Execute and Build-out digital marketingstrategies including email blasts and landing pages through MAPs (Marketing Automation Platforms)

## Qualifications for automation specialist

* Proficiency in English in order to dialogue with our foreign partners
* Generate and analyze standard campaign performance reports
* 1-3 years of experience building and executing automated, multi-touch marketing programs utilizing an automation platform
* Must be a strategic thinker, problem solver, and a well-rounded marketer with a strong customer focus
* Is always innovating and never satisfied with the status quo
* Is technology-savvy, with keen interest in emerging technologies and 'all things digital', including marketing automation, lead management strategies (lead scoring, lead nurturing, ), CRM systems and related sales processes