



Example of Marketing Campaign Specialist Job Description

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Our growing company is searching for experienced candidates for the position of marketing campaign specialist. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing campaign specialist

- Analyze, troubleshoot, and resolve HTML assets and revise code where necessary to integrate with internal tools/platform and ensure proper rendering across major email clients browsers
- Work collaboratively with email campaign team lead cross-functional teams to scope, design, and implement technical solutions for dynamic email campaigns, custom scripting, data feed, email platform migration, and/or API integration
- Coordinating and executing assigned trade shows/events (10%)
- Interfacing with key team members of assigned business unit(s) to understand business objectives and provide recommendations (15%)
- Developing and reporting campaign analytics and continually optimizing campaigns to maximize ROI (10%)
- Managing webinar events with external sales team to support key initiatives (5%)
- Collaborate closely with field marketing managers to understand campaign requirements and objectives
- Design, test, deploy and report on campaigns in Eloqua (or Marketo)
- Recommend appropriate nurture tracks for campaigns to feed into post-execution
- Standardize, cleanse, and upload lists gathered from local events (trade shows, seminars,) and other sources

- Familiar with traditional tactics
- Familiar with basic tools of marketing automation
- Possess basic writing skills
- Exposure to best practices governing traditional tactics
- Experience developing fully integrated campaigns that include PR, social, paid advertising
- Two years of marketing experience