



Example of Marketing Campaign Specialist Job Description

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Our growing company is looking for a marketing campaign specialist. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for marketing campaign specialist

- Works with Campaign Marketing Managers to ensure brand, content and legal requirements are met for all campaigns
- Suggests email template and/or landing page usage when requested, modifies existing templates and/or landing pages when necessary and works on new digital designs with the in-house Creative Marketing agency when appropriate
- Develop and distribute monthly and quarterly reports highlighting the impact nurture is having on marketing qualified leads pipeline and revenue
- Create, test, deploy and report on campaigns within Marketo to support global campaigns
- Implement tasks to ensure proper Marketo database quality and campaign implementation
- Contribute improvements to marketing automation infrastructure programs to improve campaign efficiency
- Support proper use of compliant promotional content used by marketing and sales
- Work with the IT Market Technology lead to support the evaluation, test and deployment of new marketing automation features
- Builds simple to advanced/complex email campaigns
- Expert in SQL to build Distribution lists

Qualifications for marketing campaign specialist

- Demonstrated ability to work collaboratively with internal team members and external partners
- Well organized, strong administrative and detail oriented skills and excellent interpersonal skills required
- Experience with database/reporting applications – MS Access
- Mobile phone/Telecom experience a big, huge, giant plus
- Analytical with a natural curiosity to test (including A/B), measure, learn and iterate to get the best results possible
- A positive and enthusiastic approach, demonstrating an ability to work autonomously willing participant within a team