



Example of Specialist Automation Job Description

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Our innovative and growing company is hiring for a specialist automation. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for specialist automation

- Execute and Build-out digital marketing strategies including email blasts, nurture streams and landing pages through MAPs (Marketing Automation Platforms)
- Design, plan, develop, manage and execute marketing plans for our both domestic and international
- Develop strategic campaigns coordinating needs of business stakeholders, marketing department initiatives and compliance
- Coordinate the content, messaging, design and production of SEO, PPC, re-targeting, email, direct mail, website content, print ads, and videos with internal team members and external vendors
- Manage and track campaign deadlines, performances, budget and ROI
- Prepare presentations and dashboards for management and marketing team highlighting campaign performance and tracking towards business goals
- Coordinate customer experience driven initiatives and report on status
- Ensure brand identity and consistency
- Collaborate with stakeholders to gather requirements, translate business needs into technical execution, and receive feedback and present results
- Build and maintain marketing automation campaigns that nurture prospects through campaign flow builds, email, form creation, landing page development, list segmentation, and scoring

Qualifications for specialist automation

- Building and administering multiple programs and campaigns in a Marketing

- Ability to manage multi-integration technology platforms with the marketing automation platform like a CRM, Google Analytics, Intelligent Chat
- Minimum 3 years experience in application development, system administration, or application support
- Proven experience with Manufacturing Execution Systems and interfaces OLE for Process Control (OPC)
- Experience with Werum PAS|X, Systech Serialization Suite, OSIsoft PI Data Historian and PLCs
- Manufacturing automation & IT experience in biopharmaceutical Packaging facilities