

JCurve Solutions is looking for a Marketing Operations Manager in the Philippines

Who is JCurve Solutions

Jcurve works collaboratively with ambitious organisations to drive growth through the effective use of technology. Serving as a trusted guide in an on-demand world, we help build growing and resilient organisation's to withstand market disruption.

Role Summary

Reporting to the Chief Marketing Officer, the successful candidate will be a key member of the Jcurve Marketing team and the center of excellence for campaign management, CRM, marketing automation, and marketing measurement. The Marketing Operations Manager will partner with our own field marketing, content, creative, and digital teams to generate demand for JCurve Solutions' products and services through sound development and well-timed execution of highly engaging inbound, outbound, and nurture marketing campaigns and programs.

Role Description

- Translates corporate and field marketing plans into executable campaigns – understanding, trafficking, and coordinating projects across field, content, creative and digital teams.
- Responsible for setup and management of automated re-marketing and email execution to prospective customers based on various inbound triggers, as well as periodic email campaigns for Jcurve customers and partners.
- Sets up and manages trigger-based, multi-step nurture programs to ensure continuous engagement with prospective customers to drive them further down the funnel towards sales engagement.
- Manages integrated lead and contact data flow between HubSpot and NetSuite to ensure seamless lead handover, lead nurture, and continuous engagement.
- Provides team support by monitoring workload traffic, checking for completeness and correctness of assets provided by campaign owners, and flagging potential project issues.
- Regularly reviews and optimises live campaigns to ensure content relevance and engagement.
- Manages HubSpot and its integration with NetSuite as well as 3rd party APIs (ABM, Content Syndication, Chatbot, and other digital platforms) to ensure MarTech stack is fully maximised.
- Owns the data and analytics function in Marketing – being responsible for regular performance reports, deep-dive analysis, data, and data flow investigations, as needed by the team.

Skills and Attributes

- 5-8 years working in a marketing operations role within a B2B marketing setting (experience in the SaaS/IT space preferred, but not essential).
- At least 3 years' hands-on experience with the HubSpot Marketing Automation Platform (HubSpot Level 200 or higher) and Customer Relationship Management tools (working knowledge of NetSuite would be an advantage).
- Experience in Account Based Marketing tools and programs - covering lead generation, progression, and influencing activities leading to sales conversion.
- Demonstrated data-driven marketing experience - using data and KPI metrics to monitor and measure performance, optimise campaigns on the fly, and recommend marketing playbook improvements.
- Excellent analytics, data and reporting skills; high attention to detail
- Strong project management experience. Comfortable working in a diverse team of specialists from a wide range of marketing disciplines - from content marketing to creatives; from digital and social media to segment and regional marketing.

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- Excellent working knowledge of key digital platforms including Google AdWords, Google Analytics, LinkedIn, Facebook, and a clear understanding of how to deliver clear ROI from each platform.

How to apply

Send your resume, a short introduction and the details of the position or area for which you're applying to hr@jcurvesolutions.com. We can't wait to hear from you!