

JCurve Solutions is looking for a Marketing Automation Specialist in 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

The Marketing Automation Specialist will be responsible for translating Jcurve marketing plans into measurable, automated marketing campaigns that transcend the entire customer journey. The successful candidate will be an expert in marketing automation, partnering with the field marketing, content, creative, and digital teams to generate demand for Jcurve's products and services through the well-timed execution of highly engaging inbound and outbound marketing campaigns.

Role Description

- Translates field marketing plans into measurable and automated marketing campaigns using our HubSpot platform including customer journey mapping, campaign set up, testing and execution.
- Plan data selection and segmentation, building relevant customer campaign lists for Jcurve's products and services.
- Design, execute, and measure trigger-based, multi-step email lead nurture campaigns ensuring continuous engagement with prospective customers, at all stages of the buying cycle.
- Regularly reviews and optimises live campaigns to ensure relevance and engagement.
- Ensure a seamless integration and data flow between our marketing automation and CRM platforms, removing any barriers to ensure a seamless lead handover, lead nurture and engagement.
- Manages HubSpot and 3rd party APIs (ABM, Content Syndication, Chatbot, and other digital platforms) to ensure MarTech stack is fully utilised.
- Drive close alignment between marketing and sales teams with the goal of generating high quality prospective leads.

Skills and Attributes

- 3+ years of experience managing email marketing, marketing automation, or inbound marketing programs, preferably within a B2B setting. Experience in the IT industry would be advantageous.
- 2+ years of hands-on experience using the HubSpot marketing automation platform.
- Working knowledge of CRM platforms and how they effectively integrate into marketing automation tools. Experience in Oracle NetSuite would be advantageous.
- Expertise in setting up automated lead nurture campaigns.
- Comfortable working in a diverse team of specialists from a wide range of marketing disciplines.
- Ability to work independently and as part of a team.
- Self-motivated and directed, collaborative, innovative and humble.
- Problem solver and strong troubleshooting ability.
- Sense of urgency.

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!