



Marketing Operations Specialist

The Marketing Operations Specialist position requires an individual that is able to work in a flexible, fast-paced environment and within cross-functional teams. The individual will own our marketing automation platform, and will inform the digital marketing strategy and implement best practices and processes for The Center for Leadership Studies. We will look to the Marketing Operations Specialist to offer ideas, and provide solutions as the organization develops its sophistication through marketing automation.

The Marketing Operations Specialist will need to use their strong analytical capabilities to understand key marketing metrics to inform the digital strategy. Communication skills will be paramount in order to verbalize growth strategies across the organization as we seek to leverage marketing technology to its fullest. The Marketing Operations Specialist reports to the Director of Marketing and works closely the Lead Development Representative, Marketing, Sales and Commercial Operations teams. This role requires an individual that is highly analytical, organized and has strong communication skills that thrive in a team-oriented environment.

Key Responsibilities

- Own the marketing automation platform within our organization
 - Build programs, campaign flows and personalization, testing, lead scoring, data, emails, and landing pages
 - Build and analyze reports to improve conversion
 - Conduct internal marketing automation training; serve as the subject matter expert (SME)
- SEO and Google Analytics
- Social media analysis and growth strategy



- Define and implement digital trends and best practices
- Identify KPIs that align with business objectives
- Communicate with LDR for lead lists

Requirements

- Currently living in the Raleigh/Durham area or willing to relocate
- Marketing automation experience (Marketo highly preferred)
- Marketo Certified Expert (preferred)
- Customer Relationship Management experience (SalesForce highly preferred)
- Understand Google Analytics and SEO
- Understanding of HTML and CSS
- Ability to utilize WordPress and InDesign
- Demonstrate proficiency in Microsoft Programs (Outlook, Word, PowerPoint, Excel)
- Maintain an awareness of current trends in digital marketing and marketing automation
- Good prioritization skills with a sense of urgency to accomplish tasks and projects
- Strong attention to detail
- Exceptional leadership and communication skills, both verbal and written, demonstrated by ability to interact with other team members
- Team-oriented with a desire to pitch in where needed for the good of the business and customer
- Ability to thrive in a very fast-paced and dynamically changing environment
- Sense of ownership and pride in work

Inquiries marketing@situational.com



Company Overview

For more than 45 years, The Center for Leadership Studies (CLS), founded by Dr. Paul Hersey, has been the global home of the original Situational Leadership® Model. With over 14 million leaders trained, Situational Leadership® is the most successful and widely adopted leadership model available. Deployed in more than 70% of Fortune 500 companies, Situational Leadership® transcends cultural and generational differences and equips leaders around the globe with the skills necessary to address a specific challenge, drive behavior change and increase productivity. CLS' diverse product portfolio includes a comprehensive off-the-shelf leadership curriculum founded on our proven, research-based competency model. In addition, CLS has more than 25 years of experience designing and developing award-winning custom training solutions.

CLS services customers both domestically and internationally through an extensive network comprised of over 200 learning professionals in more than 35 countries. Our global affiliates and facilitators understand the nuances present in each culture, allowing for the delivery of innovative, high-quality training programs in localized languages.

Our Values

At The Center for Leadership Studies we view each customer opportunity as a long-term partnership. In such relationships, we believe that the values of the people that you choose to do business with can have an equal impact on the success of your learning endeavors as can the technical skill sets. Put a different way, we feel it's important for you to know who we are and what we stand for. Below are the values we strive to live by each day. They represent the expectations that we have for each and every CLS team member:

Be Responsive: Service is Inside and Out

Do what you say you are going to do when you say you are going to do it. Don't over promise and never under deliver.



Embrace Teamwork: Invest in Others

Strive to continually develop and nurture your base of personal power.

Own Your Actions: Take Personal Responsibility

Follow through on your commitments with relentless attention to detail, completion and results.

Maintain Your Integrity: Do the Right Thing

Communicate openly and honestly: Develop a reputation grounded in personal and professional credibility.

Have Fun: Take a Minute to Smile

Enjoy the journey (celebrate victories; keep setbacks in their proper perspective). Embrace the fact that work and fun are NOT mutually exclusive terms.