Job #0111 | Marketing Operations Analyst | Flower Mound, TX

The **Marketing Operations Analyst** will play a key role in Niagara's growth initiatives. This individual will work with both marketing and sales teams to control, measure, and drive our demand generation needs. Responsibilities include identifying and evaluating potential sources for lead acquisition; managing process and workflow for demand generation campaigns to build sales pipeline using marketing automation and CRM tools; recommending and implementing digital marketing strategies; maintaining data quality; evaluating results of demand generation efforts to help guide ongoing investments and focus areas; and developing processes and plans that will help the team and organization scale.

Job Responsibilities:
- Build and manage demand generation engine using CRM and marketing automation tools to drive continuous feed of qualified leads to the business. Responsibilities include:
  - Contact/list acquisition
  - Lead scoring model
  - Automated demand gen and nurturing campaign flows
  - Data manipulation and segmentation to support continuous demand generation activities
- Assist in defining and implementing SEO/SEM, web, and social strategies
- Conduct analysis to identify trends, gain insight into what's working and what's not. Make changes to drive improved results.
- Evaluate and recommend new approaches, technologies and tools to expand demand generation capabilities.
- Utilize marketing automation systems and CRM to maintain contact lists of customers and prospects, deliver campaigns, analyze results and Maintain data integrity of marketing databases
- Provide consistent ROI reporting and metrics against clearly defined campaign goals
- Analyzation of Marketing Automation performance to meet all email marketing goals including open and CTR rates for all email communications.
- Build and own the management process for all leads across all business channels to ensure an optimized, streamlined, effective process throughout the funnel. Includes close, transparent partnership with sales.
- Control and execute lead entry and lead routing.

Qualifications (min. educational and experience qualifications):
- Bachelor's Degree required, preferably in Marketing or Statistics
- 2-5 years demand generation, marketing automation, marketing communications, lead qualification skills, marketing operations
- 2+ years direct hands on experience with Marketing Automation tools is required
- Project management skills
- Proven aptitude for the Marketing function, along with track record for driving improvement
- Creative thinking capabilities; Interest/desire to learn and adopt new marketing strategies and tactics.
- Excellent written and oral communications skills
- Understanding of html, design elements, analytics/reporting, basic web design and how they can help achieve business objectives and improve membership engagement.
- Customer relationship and/or customer marketing experience
- Analytics skillset is strongly desired; use of Excel, and BI Tools
- Strong interpersonal skills; ability to influence others without formal authority
- Sirius Decisions Demand Generation Certification, strongly preferred

Key Competencies:
- Strategic problem solver with ability to work effectively in fast-paced environment; self-motivated and high degree of proactivity
- Ability to prioritize multiple projects and tasks on tight timelines is required; efficient time management
- Proactive recommendations on opportunities to increase marketing efficiency and scale on all of the above.
- Report consistently on progress, results and adjustments
- Analyze data and make recommendations

Interested applicants please submit resume with salary history and requirements for consideration.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

All qualified applicants will receive consideration for employment without regard to gender, race, color, religion, national origin, sexual orientation, protected veteran status, or disability status.