

Marketing Automation Manager

AppGeo (www.appgeo.com) is a leader in high quality consulting services and product solutions that create map-based data visualization and analyses, tools and web applications. AppGeo's product solutions include MapGeo, our flagship mapping platform for local governments. To build up our demand generation and digital marketing capabilities to help grow sales for our products and services (initially focusing on our MapGeo platform), we're looking for an experienced Marketing Automation Manager to join the company's Business Development Group.

Primary Responsibilities

- Manage marketing automation platform and CRM (Hubspot) on day-to-day basis
- Work with internal and outside consultants to develop and promote content, track results, and drive conversion through marketing campaigns
- Ensure continuous evaluation and marketing automation process improvement based on results, and ensure overall alignment with sales and marketing team and product team goals

Qualifications

- Enthusiasm for inbound marketing, communications and sales
- Ability to lead and manage marketing automation operations for a small company
- Demonstrated knowledge of marketing automation methods and best practices, particularly applied to software sales
- Ability to manage marketing automation activities - technical configuration, integration, and coordination of Hubspot Platform and CRM
- Experience managing campaigns across multiple channels
- Strong writing skills and experience creating marketing content
- Savvy technologist - ability to learn and embrace new technologies
- Project management skills to develop and follow a marketing calendar
- Analytical - metrics-driven; likes to dive into the data to drive success in future campaigns
- Ability to work well with colleagues in small groups (product team, sales and creative teams) and outside consultants to plan, execute, and measure campaigns and initiatives
- Ability to monitor Hubspot platform for day-to-day operations, issue resolution, and overall systems management, and process improvement

Required Education and Experience

- 3+ years of experience with Hubspot (or equivalent experience with Marketo platform)
- Bachelor's degree, preferably in marketing, communications or related discipline

Benefits

- Flexible work hours
- Subsidized public transportation
- A 401K plan with company match
- Medical and dental benefits
- Great work culture in a small, growth-oriented company

Compensation

We offer competitive salary and benefits. Salary will be commensurate with experience. AppGeo is an Equal Opportunity Employer.

How to Apply

For consideration, please submit a thoughtful cover letter and resume to:
MarketingAutomationJob@appgeo.com.

Please include your salary expectations and US citizenship status. No recruiters please.