



## SFMC Campaign Manager

We believe that digital transformation can be a force for good, improving the lives of everyone involved. To achieve this mission, we rely on a team of techno marketers that know Salesforce. We have been a Salesforce partner since before there was an ecosystem and have been privileged to help some of the world's most celebrated brands on their path to digital transformation.

We accomplish this with incredible people working and coordinating our projects. Our projects are the cadence of our business. The Project Manager role for ListEngage provides administrative-level support to client projects, project managers, and areas of system-level compliance.

At ListEngage, we believe that talent trumps location, and that communication, respect, and team work are the values that enable us to deliver for each other, our stake-holders, and our customers.

### Role Purpose

The Campaign Manager is responsible for the end-to-end, daily execution of our clients' marketing campaigns. This position serves as the primary point person for internal teams as well as with clients for tactical delivery and account status. The Campaign Manager plays a key role in maintaining client satisfaction by ensuring exceptional service and creating value for clients

### Essential Duties and Responsibilities

- Responsible for the development of campaign and production execution, producing timely and accurate campaigns for deployment from Salesforce Marketing Cloud ("SFMC").
- Coordinate cross-functional teams by facilitating internal and external meetings, tracking campaign statuses, and organizing/updating account documentation to deliver quality digital marketing campaigns for our clients.
- Prioritize and manage multiple digital marketing campaigns simultaneously.
- Produce error-free work by following standard operating procedures.
- Maintain strong communication with our client stakeholders and identify risks/issues and proactively mitigate risks by escalating to the appropriate team members and/or stakeholders.



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- Collaborate with internal and client teams to understand key campaign parameters and inputs, such as data, campaign frequency, personalization and overall creative branding.
  - Manage subscriber data, import, extract and segmentation using Salesforce Marketing Cloud tools and database queries.
  - Deploy emails from within Salesforce Marketing Cloud and monitor post-deployment to validate successful completion.
  - Conduct quality assurance reviews and other activities to ensure the accuracy and timeliness of email deployments.

### Education & Experience Requirements

- Bachelor's degree required; advanced degree welcomed
- 3-5 years' experience
- Email marketing campaign experience; Salesforce Marketing Cloud campaign experience preferred
- Knowledge of online and offline creative development and production, Digital Marketing, Multichannel/Integrated Marketing, and database marketing
- Experience with campaign management of large, enterprise email initiatives
- Experience creating audience segments, building queries and manipulating lists for digital marketing campaigns
- Ability to work during normal US business

### Knowledge/Skills/Abilities

- Results Oriented– proven ability to set and exceed established business and personal targets.
- Team Oriented – highly motivated team-player and leader with ability to develop and maintain collaborative relationships with all levels within and external to the organization.
- Communication – able to effectively, strategically, and persuasively express self verbally and in writing, using correct language and grammar in a professional, diplomatic, empathetic and tactful manner.
- Analytical Problem-Solving & Decision Making – able to research, analyze, identify viable options, draw sound conclusions, present findings and make thoughtful recommendations considering overall risk and short-term and long-term impact.
- Organization & Time Management – able to plan, schedule and organize professional schedule to achieve strategic goals within or ahead of established time frames.



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- Adaptability to Change – able to be flexible and supportive, react swiftly to and able to positively and proactively assimilate change in rapid growth environment
  - Relationship Management – able to personally provide high level of interactive service to others, building relationships and addressing identified needs.
  - Systems & Software –
    - Required: Proficient level knowledge of Microsoft Office software applications
    - Preferred: 2+ years' experience with Salesforce Marketing Cloud or like platform

**If you're interested, so are we! Send your resume our way, and we'll contact you for a phone interview.**

At ListEngage, we aim to change the world by challenging the traditional consulting model by building a flexible, delivery focused organization that can deliver on the promise that we have made to each other. We are an equal opportunity employer and love diversity at our company! We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, or disability status.