

Performance Marketer B2B Operations

Description

About The Weather Company: The Weather Company is the world's leading weather provider, helping people and businesses make more informed decisions and take action in the face of weather. Together with advanced technology and AI, The Weather Company's high-volume weather data, insights, advertising, and media solutions across the open web help people, businesses, and brands around the world prepare for and harness the power of weather in a scalable, privacy-forward way. The world's most accurate forecaster globally, the company reaches hundreds of enterprise clients and more than 360 million monthly active users via its digital properties from The Weather Channel (weather.com) and Weather Underground (wunderground.com). Job brief: The Weather Company is focused on driving results by continuously improving marketing strategy and execution. The B2B Marketing Data Analyst will play a pivotal role in optimizing marketing strategies through data-driven insights and analysis. This position requires a deep understanding of marketing channels, lead generation, performance metrics, and the ability to translate data into actionable recommendations. The successful candidate will have a deep knowledge of B2B marketing with a strong focus on data hygiene, operations/analytics, marketing automation, and lead management/lifecycle. The ideal individual should be certified or have 5+ years of experience in Salesforce, Marketo, and multi-touch attribution software. They should be highly organized, adaptable, and comfortable with project management. The impact you'll make: Conduct ongoing monitoring and analysis of B2B marketing channels and campaign performance data within Salesforce and Marketo, generating strategic recommendations to enhance conversion rates and maximize ROI. Collaborate with Marketing Programs Manager in strategy, execution, and reporting of full-funnel integrated marketing campaigns across paid, owned, and earned media; including content distribution, email, events, social, and webinars. Manage campaign reporting, marketing attribution, and lifecycle management; providing proactive and prescriptive intelligence to the Marketing organization, emphasizing each touchpoint's impact on overall effectiveness. Monitor and make recommendations regarding the nurture of leads from inception through purchase to drive incremental revenue. Ensure all campaign activities support legal and compliance requirements within the business. Make recommendations on improving scoring, process, data quality, and reporting. Use expertise in Salesforce and Marketo to streamline marketing operations and enhance business intelligence. Support and build the roadmap for the marketing technology stack to support pipeline growth and marketing objectives. Partner with the business operations team on marketing requirements and enhancements for CRM systems to ensure needs are met and opportunities are maximized. Maintain an ongoing calendar of programs to generate and progress leads. What you've accomplished: Minimum of 5 years of experience working with CRM applications, specifically Salesforce and Marketo, with clear understanding of how business processes impact data capture. Proven track record of successfully implementing and guiding marketing operations strategy. Hands on experience in campaign reporting, marketing attribution and lifecycle management for a large scale organization. Experience with B2B email, event and webinar marketing is required. Understanding of the marketing funnel and B2B pipeline actions. Strong analytical and problem-solving skills, with the ability to derive actionable insights from complex data sets. Excellent communication skills, with the ability to articulate complex data insights concisely. Detail-oriented and highly organized, capable of managing multiple projects concurrently while meeting deadlines. Advanced in Microsoft Excel. Experience with Tableau or other BI tools preferred. Must be able to work independently and cross-functionally with multiple stakeholders. TWCo

Hiring organization

The Weather Company

Job Location

Atlanta, Georgia, United States

Base Salary

\$ 65000 - \$ 105000

Date posted

June 5, 2024

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Benefits/Perks: Progressive family plan benefits Benefits effective day 1 of employment include competitive 401K match with no vesting requirement, national health, dental, and vision plans. Generous home office reimbursements for all employees (hybrid and remote) An opportunity to work for a global and industry-leading technology company Impactful work in a collaborative environment Remote work options/flexibility Variety of medical insurance options including a \$0 cost premium employee coverage Please mention the word ****LOVABLE**** and tag `RNTQuMTg5LjEzMC4xODk=` when applying to show you read the job post completely (`#RNTQuMTg5LjEzMC4xODk=`). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

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