



Job Title: Marketing Operations Specialist / Eloqua Operations Specialist /
Email Marketing Specialist

Supervisor: Christine Nero, Director of Demand Generation

Department: Marketing

Date: 12/18/2018

Overview / Job Description:

- To build, execute and manage all email marketing campaigns using Eloqua.
- To support the development and implementation of processes, tools, metrics, initiatives, and technology that support and improve the operations of the Marketing function.

Essential Duties and Responsibilities:

- Administer Eloqua
- Execute all email campaigns to segmented markets
- Build landing pages, forms, and programs in Eloqua
- Ensure Eloqua and Salesforce.com remain up-to-date as team members and rules of engagement evolve
- Provide marketing automation and basic Salesforce.com support to the Marketing and Sales Teams
- Champion best practices in marketing automation, data quality, operational efficiency and process optimization
- Project management; meeting deadlines, time management, and tracking / monitoring procedures
- Actively participate in team and department meetings

Experience & Qualifications:

- Must have 2-3 years of experience using Eloqua or similar Marketing Automation Platform
- Fundamental Salesforce.com experience needed
- HTML coding experience needed
- Superior ability to accurately and consistently proofread work
- Proficiency in Excel
- Detailed-oriented with strong organizational skills
- Self-starter with high energy and the capacity to work in a team environment that is results oriented
- Ability to work under pressure in a fast-paced, constantly changing environment
- Self-motivated with minimal supervision
- Excellent oral and written communication skills

Education:

- BA / BS Required
- Eloqua Certification a plus

Interested applicants should email their resume and cover letter to:
cnero@foundationsource.com