

Job Description

Marketing Operations Specialist

Job summary

As a Marketing Operations specialist you will support Comarketers with a wide range of growth marketing activities for the company and its clients to grow. Our ideal candidate has a true passion for (digital) marketing, is ambitious and eager to learn. This role requires a tech-savvy, hands-on marketer, who is very organized with a broad interest, who can take on a diversity of tasks. You are comfortable using or learning to use a wide range of collaboration and digital marketing tools, including Wordpress, Elementor, ActiveCampaign, SEMRush, BuzzSumo and Sales Navigator. Being eager and ambitious, you are comfortable finding out new stuff on your own and with the help of the European team. And you love to help out on all kinds of questions from the team to contribute to an outstanding customer experience.

You will support growth marketing activities on an operational level end-to-end, such as marketing and data research, content marketing, channel and campaign management support, and marketing automation implementation and operations. You will support content marketing with content publishing, promotion and monitoring. Maintain and monitor websites, including editing and maintaining web landing pages, and track traffic and SEO performance. You'll support with a wide range of marketing channels, such as social media, conference and events calendars and press and media outreaches. And you will support with the implementation and operations of marketing automation and campaigns, such as building email marketing campaigns, lead nurturing campaigns with automation flows, segmented list building. You will report on open rates, opt-out, bounce and conversion rates, to support the team to investigate improvements.

Tasks & Responsibilities

- Complete market audits and competitive audits, content audits and website audits, using a wide range of digital marketing tools including SEMRush, SEO Quake and BuzzSumo.
- Build and enrich ideal customer profiles and buyer personas with firmographic and psychographic information and media behaviour, using growth hacking tactics (we'll support you with that :))
- Build and enrich buyer journeys and customer journeys with data on channels used in different stages of the journey, questions and content searched for in different stages
- Build, review and import segmented lists in CRM and/or Marketing Automation, including press lists, account and contact lists using databases like Crunchbase or Discover.org, Sales Navigator, Lead IQ, Mailchimp and Hubspot
- Implement lead scoring models in marketing automation
- Build landing pages, thank you pages and forms for opt-in inbound marketing campaigns using Wordpress Elementor and/or Marketing Automation tools
- Prepare and build (email) marketing campaigns to segmented contact lists, scheduling the campaign for multiple channels to capture leads
- Build lead nurture campaigns, email templates and workflows, schedule and report on outcome
- Support with SEO, such as keyword (gap) analysis, backlink (gap) analysis, backlink acquisition and on-page SEO optimization

- Providing overall marketing operations support for web and lead research, marketing campaigns, (virtual) events and marketing automation

Skills & Experience

- Comarketers Kickstart Traineeship Certificate with all four courses successfully completed.
- Hands on experience with collaboration tools, including Google Drive, Trello, Toggl and Slack
- Strongly motivated and self-starter to be a true virtual marketing supporter
- Knowledge of a wide range of digital marketing tools, including Wordpress, Elementor, Mailchimp, ActiveCampaign, Hubspot, SEMRush and BuzzSumo, or willing to learn
- Demonstrated ability to learn new subject matter quickly
- Eager to learn new tools and skills to grow into an allround marketing operations specialist
- Very organized and structured with a attention to detail
- Good organization and time management skills
- Excellent communication and collaboration skills, responsive
- Able to work independently, self-starter, comfortable finding out new stuff
- Fluent in English, written and verbal, including a strong grasp of English grammar

About Comarketers

Comarketers is a growth marketing company working alongside B2B Tech and Service companies to drive growth. We help managers to build, grow and scale a customer pipeline in Europe by strategizing and executing marketing programs and projects for growth. We continuously look for people to join the journey. Enthusiasts with ambition, a unique skill set and eagerness to learn. If you respond well to diversity, autonomy and pace, we want to meet you. We are a remote-first company with an office in CIC (Cambridge Innovation Center) in Rotterdam, the Netherlands, and a local workspace in Cape Town, South Africa.