

Marketing Automation Specialist

Job number: 861834



Scope of the role:

We are seeking a skilled Marketing Automation Specialist to join our US Marketing team at Franklin Templeton. As a Marketing Automation Specialist, you will be responsible for implementing marketing automation strategies using Marketo, a leading marketing automation platform.

Working with us, you will be responsible for:

- Develop and execute marketing automation programs: Design, build, and execute automated marketing programs using Marketo to drive lead generation, nurture contacts, and support customer retention efforts.
- Email marketing: Create and manage emails, including designing templates and optimizing email performance through A/B testing.
- Landing page and form creation: Build and optimize landing pages and forms to capture lead information and drive conversions.
- Database: Contribute to the maintenance of Franklin Templeton's marketing database, ensuring data cleanliness, accuracy, and compliance with data protection regulations.
- Reporting and analytics: Monitor and analyze digital marketing performance, providing insights and recommendations for optimization and improvement.
- Integration and automation: Collaborate with cross-functional teams related to the integration of Marketo with other systems, such as CRM, to ensure seamless data flow and automation.
- Stay up-to-date with industry trends: Continuously research and stay informed about the latest marketing automation trends, best practices, and technologies to drive innovation and improve campaign effectiveness.

We are looking for candidates who (have):

- Minimum of 3 years of experience in marketing automation, preferably in the asset management industry, using Marketo or similar marketing automation platform.
- Experience with HTML/CSS for building/testing emails and landing pages.
- Analytical mindset: Ability to analyze data, identify trends, and make data-driven decisions to optimize marketing automation strategies.
- Strong communication skills: Excellent written and verbal English to effectively collaborate with cross-functional teams and stakeholders.
- Attention to detail: Meticulous attention to detail to ensure accuracy and quality in campaign execution and data management.
- Project management skills: Ability to manage multiple projects simultaneously, prioritize tasks, and meet deadlines.
- Continuous learning: Demonstrated commitment to ongoing learning and professional development in marketing automation and related technologies.
- Marketo certification: Marketo Certified Expert or Marketo Certified Associate certification is a plus.

Benefits for you



Local work
with global
perspective



Attractive
location
in the center
of Poznań



Medical Care and
Life Insurance



Office gym
and optional
MultiSport cards



Investment
opportunities



Company
childcare



Charity
events



Learning
resources

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