

Marketing Automation Manager at TrialPay in Mountain View, CA



Marketing Automation Manager

About TrialPay:

TrialPay (www.trialpay.com) is changing the world of e-commerce. We're building a payments and promotions platform that uses efficiencies of the Web and a patent-pending optimization engine to increase revenue for e-commerce sites. The company's revenue has grown faster in its first two years than Google or Amazon. Entering its third year, the company has served more than 40 million users and is continuing its trend of triple-digit revenue growth year-over-year.

We share an open, friendly and intellectually stimulating work environment among our team of 80+ employees. They hail from top universities and some of the most successful Internet companies. (Although, they probably wouldn't bring this up unless you asked.)

We're located in downtown Mountain View, California. Our office is walking distance to CalTrain and is surrounded by great restaurants, pubs and coffee shops. Apart from the cornucopia of edibles, every day is punctuated with a social gathering around the "exotic fruit social hour." On Friday afternoons, the smell of tasty food wafts from the kitchen throughout the office to tempt employees to put down their work and start to socialize for "Balcony Fridays." TrialPay has hosted wine and beer tastings, trivia nights, poker tournaments... and there's a rumor of a karaoke night on the horizon. And every once in a while, a full-scale (foam) dart-gun battle breaks out in the office and pits marketing vs. engineering, BD vs. advertising and sends anyone else in the office running for cover.

TrialPay offers excellent benefits, including health/medical/dental and three weeks of vacation. Plus, we provide many other perks, including: CalTrain reimbursement and 3G cards for commuters, Mac laptops, telecommuting options and regular company get-togethers.

TrialPay is backed by leading venture capitalists including: Index Ventures (Skype, MySQL, last.fm), Battery Ventures (Akamai, InfoSpace, MetroPCS), Atomico (Skype, last.fm, Kazaa), Bob Pittman (former AOL president and founder of MTV), Ron Conway (Google, PayPal, Twitter), and executives from several top Internet companies.

TrialPay is offering the chance to work on the ground floor of a fast-growing, financially strong company. We hire great people and encourage them to achieve their potential. Our company culture is defined by high energy, sharp intellect, creativity and collaboration. We believe in hard work, a fun, open atmosphere, and the autonomy to push one's limits. If you are exceptional at what you do, you're a passionate team player and you want to have an impact on millions of people, then we'd love to hear from you!

About the Opportunity:

We are looking for a Marketing Automation Manager to help grow TrialPay's sales using the latest demand generation tools. Reporting to the Director of Field Marketing, your job is to be a "digital alchemist" – turning Web traffic into revenue. Working with our field marketing team, you will create a revenue-generating machine. This role will draw on many aspects of your marketing operations and Web analytics background. Working with a world-class marketing team, this will be a career-defining opportunity. This is a high-impact role that has the potential to double our revenue growth. If you are looking for a career opportunity where you can have a huge impact, read on...

We believe in using the latest marketing automation tools in the business. And we are applying state-of-the-art lead generation methodologies to turn the art of marketing into a science. We are very analytical and metrics-focused yet believe in taking chances, failing quickly and rapidly iterating to improve performance. Ours is a culture of continuous improvement and pushing the limits of what's possible.

The Ideal Candidate:

You are very analytical, love to measure results and strive to continuously raise the bar. You also love tinkering with software applications (the kind of person that enjoys exploring the 90% of features that most of us never use) because you have an insatiable curiosity for exploring what's possible.

This role requires a unique blend of strategic and tactical skills- someone who has a fierce attention to process and detail, yet is able to draw "big picture" conclusions and make actionable business recommendations based on an understanding of strategic marketing goals.

Based in our Mountain View office, this is a high-profile position that will support the analytics needs of Field Marketing, Corporate Marketing and the Chief Marketing Officer.

Responsibilities:

- Design - Assist with designing lead-generation programs, lead-nurturing programs, lead scoring, customer research and automated communications programs. Design a "Marketing Dashboard": build and maintain an Excel-based metric tracking system that makes it easy to identify where we need to focus our efforts.
- Configure - Build campaigns and lead-nurturing programs using our marketing automation tools; setup and execute tactical tasks associated with customized landing pages, e-mail campaigns and lead scoring rules. Setup online lead gen tools such as Google AdWords and other advertising vehicles. Create a marketing dashboard of key performance indicators that is automatically updated to reflect current marketing activity.
- Launch - Deploy online marketing lead-generation efforts, including search engine marketing and e-mail marketing programs (list pulls, e-mail blasts, etc.).
- Analyze - Create a marketing analytics dashboard that is used to continuously refine and improve our lead-generation efforts, which will enable us to make data-driven marketing decisions. Make the dashboard visually engaging and highly actionable. Perform A/B testing on all elements of our marketing mix (lists, e-mail templates, landing pages, offers, etc.) and continuously improve campaign effectiveness. Conduct customer research to identify ways to improve conversion rates. Assist the different marketing and product management departments with market research projects, coding and fielding surveys and running analysis.
- Synthesize - Distill data from analytics and implement improvements to our lead-generation programs. Perform regular tracking of marketing performance. Integrate recommendations into the "Design" phase above as we continuously improve our engine. Continually monitor, analyze and tune campaigns to maximize ROI.

Requirements:

Education/Experience:

- Bachelor's degree from top-tier university in a quantitative or business discipline (e.g., computer science, mathematics, statistics, economics, marketing, etc.)
- Experience in direct marketing, database marketing, analysis or financial analysis and e-mail campaign marketing experience a big plus.
- Must have experience using a marketing automation system (like Eloqua) and/or Salesforce.com to capture, track and report on leads
- Experience working with business owners in driving data and reporting requirements with a clear understanding of where data resides and how to produce reports

Skills:

- Strong analytical thinker who considers issues from a business perspective
- Proficiency in MS Excel and a love for numbers
- Process oriented
- Above average listening, written and oral communications skills
- Ability to thrive in an autonomous, fast-paced work environment and manage multiple projects simultaneously

Personality Traits:

- Great attention to detail, highly organized yet able to see the "big picture"
- Fast learner that proactively tackles challenges
- Strong work ethic, sense of urgency and desire to succeed
- Team player
- Fun with a great sense of humor

Desired Skills/Experience:

- Experience with any of the following: Eloqua, Marketo, Market2Lead, Silverpop, Manticore, Marketbright, Aprimo, Unica
- Experience with database querying/reporting tools and statistical analysis/database mining tools

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(SPSS, SAS) preferred

- Experience with configuring and/or running reports in Salesforce.com
- Experience with Visio/OminGraffle and lead-nurturing flow diagrams
- Knowledge of e-mail marketing best practices and experience pulling lists
- Experience/passion for AB testing

Job Type:

Full-time employee

Reports to:

Director of Field Marketing

Location:

Mountain View, CA