



Marketing Automation Manager at Sophos

Location: Burlington, MA (Greater Boston Area)

URL: <http://www.sophos.com>

Type: Full-time
Experience: Mid-Senior level
Functions: Marketing
Industries: Computer & Network Security, Computer Software
Posted: October 13, 2009

Job Description

Role

As a Marketing Automation Manager, you will drive corporate and regional marketing teams in designing, implementing, and testing of lead-generation programs, lead-nurturing programs, lead scoring, customer research, and automated communications programs within the marketing automation tool (Neolane) to continuously improve conversion rates.

This role will ensure the marketing organization is maximizing the usage marketing automation technology and will also be responsible for the training of new users and scoping of new development work.

This position is based at our North American headquarters in Burlington, MA.

Main duties

- Manage the phased roll-out of the marketing automation tool (Neolane) into the global and regional marketing organizations
 - o Develop new user training for all technical and non-technical users
 - o Provide best practices to content creators to maximize program effectiveness
 - o Scope new program development for email development team
- Manage and scope all new system enhancements to the marketing automation tool for external vendors and/or internal development teams to implement
 - o Assess future project needs and design data-related process flows
- Develop lead nurture program strategy
 - o Collaborate with regional marketing teams to identify opportunities to develop lead nurture pathways
 - o Continuously monitor and test effectiveness of all lead nurture pathways
 - o Provide assistance to regional marketing teams to execute local field programs using corporate content
- Map the existing roles of the marketing organization to ensure needs are being met by the marketing automation tool
 - o Document existing processes and implement improvements to enhance marketing productivity
 - o Recommend new systems to enhance marketing productivity
- Outline workflow processes to increase the efficiency of the marketing organization

Skills

Experience and skills

- Experience with any of the following: Eloqua, Marketo, Market2Lead, Silverpop, MarketBright, Neolane, or Siebel
- Knowledge of email marketing best practices and A/B testing
- Experience with Visio and lead-nurturing flow diagrams
- Experience with database queries/reporting tools

To be successful in this role, you will need to:

- Possess an understanding of sales processes
- Have an ability to work in a cross functional global team
- Possess Project management skills
- Handle & use data for analysis

Company Description

Sophos is a world leader in IT security and control. We offer complete protection and control to business, education and government organizations – defending against known and unknown malware, spyware, intrusions, unwanted applications, spam, and policy abuse, and providing comprehensive network access control (NAC). Our reliably engineered, easy-to-operate products protect over 100 million users in more than 150 countries. Our vision, commitment to research and development, and rigorous attention to quality have enabled us to maintain strong year-on-year growth and the highest levels of customer satisfaction in the industry.

Additional Information

- Local candidates only, no relocation (Greater Boston Area).

Job ID: 758617

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