

Senior Marketing Operations Manager

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Company: Remote

Location: Manama

Category: other-general

About Remote

Remote is solving global remote organizations' biggest challenge: employing anyone anywhere compliantly. We make it possible for businesses big and small to employ a global team by handling global payroll, benefits, taxes, and compliance. Check out remote.com/how-it-works to learn more or if you're interested in adding to the mission, scroll down to apply now.

Please take a look at remote.com/handbook to learn more about our culture and what it is like to work here. **Not only do we encourage folks from all ethnic groups, genders, sexuality, age and abilities to apply, but we prioritize a sense of belonging.** You can check out independent reviews by other candidates on or look up the results of our candidate surveys to see how others feel about working and interviewing here.

All of our positions are fully remote. You do not have to relocate to join us!

What This Job Can Offer You

Lead Remote's marketing technical setups which includes campaign building, workflow automation, data segmentation, form implementation, vendor ownership, integration etc.

Management and ownership of marketing automation tools (HubSpot, Salesforce, Beamer, Appcues, Airmeet, Qualified, LeanData etc.) to increase the value and awareness of Remote's products and to drive increases in adoption/activation

Maintain critical data list and clearly understand how to best leverage prospect, customer, and employee data through customer's lifecycle marketing

Cleansing, enriching, and uploading prospect lists from various marketing initiatives (ie. events, webinars, third-party acquisition, etc.)

Drive and maintain process documentation and trainings across the growth department

Build strong relationship with wider Remote's department and leverage revenue operations tools (LeanData, Outreach, Zoominfo, Crunchbase, etc.) to support cross-functional automations, lead routing and engagement

Troubleshoot and solve complex technical issues between Salesforce and HubSpot

Review and optimize lead flow/assignment processes to reduce complexity

Ensures that the Marketing tools are configured in a way to deliver/support our Marketing channel activities and co-exist with cross-functional tools (non-conflicting and non-duplicative)

Manage data mapping between the Remote platform and Hubspot/Salesforce

Comprehensively understand business objectives and cross-functional team goals and translate these into optimized processes for campaign planning, data segmentation, and performance measurement

What You Bring

Must have experience in Salesforce, HubSpot, LeanData

5+ experience in Marketing automation or operations field

Experience in Email Marketing, Outreach, Product notifications

Experience in lead enrichment, funnel building and automated workflows

Demonstrated strength in collaborating with cross-functional team, understanding technical concepts, guiding strategy, and delivering positive results for stakeholders.

Practicals

You'll report to: Senior Director of Performance Marketing

Team: Marketing

Location: For this position we welcome everyone to apply, but we will prioritise applications from the following locations as we encourage our teams to diversify; East Coast USA or EMEA.

Start date: As soon as possible

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