

<b>Title</b>	<b>Marketing Specialist</b>
<b>Business</b>	<b>Marketing</b>
<b>Reports to</b>	<b>Director of Marketing</b>

Advocate helps IT leaders speed the shift from cost center to strategic partner. As the premier TBM consulting and services company with more than 600 enterprise clients, we uncover more savings to invest, enable more business outcomes and create more influence overall. Just show us your data — we'll show you exactly where you can free up the working capital to do what matters more.

Reporting directly to the Director of Marketing, the **Marketing Specialist** will be at the hub Advocate's lead generation efforts and will make a direct contribution to our revenue growth and awareness of the company's services. An ideal candidate is passionate about data-driven marketing and understands the sales process to ensure programs are aligned to drive demand and accelerate MQLs and SQLs. You will have HubSpot or Pardot and WordPress experience, as well as be knowledgeable of SEO/SEM, social media monitoring and analytics. You will help the marketing team coordinate and execute programs that increase awareness and customer engagement, drive conversions across Advocate's customer base, and promote a positive online reputation for the company.

#### **RESPONSIBILITIES:**

- Day-to-day management of HubSpot or Pardot including: automations, workflows, account-based marketing (ABM), drip and nurture programs, campaigns, prospects, reporting, integrations (and connectors), users, engagement, inbound/outbound notifications, monitoring, day-to-day functions and upkeep of platform components
- Execute email marketing campaigns, analytics/performance tracking, A/B testing, list segmentation and management
- Create landing pages and integrate landing page forms with Salesforce Lightning
- Develop metrics and build HubSpot or Pardot reports to provide visibility into marketing campaign/asset/email/social results, to measure effectiveness and to show ROI
- Collect and report on all marketing analytics data of activity, customer interactions, and campaigns including social through Google Analytics, HubSpot or Pardot and Salesforce Lightning
- Assist with the development of core messaging for campaigns and blog articles; work with internal subject matter experts to obtain content
- Manage Yoast for SEO maintenance
- Use of WordPress for website updates, e.g. blog articles, events, etc.
- Create, execute and report on surveys using SurveyMonkey to measure success of events
- Develop, manage and report on pay-per-click (PPC) campaigns
- In conjunction with Sales, develop target markets/buyer personas and create/manage lead follow-up process including direct mail, email, etc.
- Assist Sales and Marketing with event planning/logistics, execution, pre- and post-event marketing campaigns
- Evaluate new technologies and add-on applications to improve HubSpot performance and other marketing tools
- Keep on top of email marketing trends and best practices, including mobile design, layout design, calls-to-action, dynamic content, testing and compliancy requirement

#### **SKILLS**

- Well organized individual who pays great attention to detail and is capable of significant creativity
- Excellent analytical skills with a focus on marketing metrics and continuous learning/improvement
- Solid understanding of, and experience with, website and electronic marketing including social media



- Great writing and editing skills with the ability to help develop clear, compelling product messages through visual concepts and elements
- Must be a results-oriented self-starter with proven ability to organize, plan, and prioritize work to meet deadlines and effectively manage several projects at the same time
- Strong ability to work as part of a team and independently with minimal supervision as needed

## QUALIFICATIONS

- Bachelor's degree required, preferably in graphic design, marketing, communications or a similar discipline
- 2-4 years of relevant experience in marketing, preferably with a focus on B2B marketing
- 1-2+ years of marketing automation platform experience with HubSpot or Pardot (Certification preferred)
- Working knowledge of Salesforce Lightning, WordPress, Google Analytics and SurveyMonkey
- Intermediate proficiency of Excel, Word, PowerPoint
- Intermediate knowledge with social media platforms, LinkedIn, Twitter, Facebook, Google+, YouTube, and additional channels
- Previous experience with SEO/SEM is preferred
- Basic understanding of HTML/CSS and web publishing
- Technology industry experience preferred
- Must provide Proof of Right to Work in the United States on the I9 Form

## OPPORTUNITIES

- Join a company named to the **Inc. 5000** list of Fastest Growing Companies for **eleven consecutive years**
- Named one of the Top 100 Workplaces by The Atlanta Journal-Constitution
- Work daily with Fortune 500 Clients
- Opportunity for rapid career advancement

## REWARDS AND BENEFITS

- Competitive base pay
- Incentive bonus plan
- Industry Competitive Health and Welfare Benefits
- Company matched 401(k) with immediate vesting
- Two paid days off for community service
- Flexible work arrangement to support a good work-life balance
- Professional development with a long-term career path
- Continuing education and training reimbursement
- Paid employee referral program

If you'd like to join the Advocate team, send your cover letter and resume for consideration

to: [careers@advocateinsiders.com](mailto:careers@advocateinsiders.com)