

## **SIGMA Open Position Description**

**Date Opened:** 8/22/2017

**Title:** Marketing Tech Account Manager

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### **About SIGMA**

SIGMA Marketing Insights ([www.sigmamarketing.com](http://www.sigmamarketing.com)) delivers analytics, strategy, and marketing technology solutions to clients who want to improve their customer acquisition, retention, and growth. With nearly three decades of marketing analytics and technology experience, we help clients build better relationships with their customers through both digital and traditional marketing channels.

### **Position Summary**

- Mid-level account service position reporting to a Client Relationship Leader and supporting a number of both consumer and B2B clients.
- Responsible for contributing to marketing program planning/execution and for contributing to continued client development.
- Serve as tactical contact with client, internal team and partners for project planning, implementation, management and billing.
- Assist in implementing campaigns through marketing automation tools like email engines (training provided, but familiarity with this technology is a plus)
- Ability to provide successful project management in the areas of campaign targeting, analytical projects, marketing technology implementation or management, and campaign reporting.
- Development of all appropriate documentation to complete project on a timely basis.
- Jointly responsible with other team members for client satisfaction.

### **Preferred Experience/Behavior**

- Minimum of 2-3 years' experience in marketing project or account management.
- BA/BS, ideally in Marketing, Journalism, Communications, Business, or relevant work experience.
- Account management experience with marketing efforts involving analytics, marketing technology
- Project management background required including development and monitoring of budgets and familiarity with client billing
- Excellent verbal/written communication skills, both internally and with clients.
- Initiative and ability to work in a team environment.
- Strong organizational skills. Must be very detail-oriented and able to manage multiple projects and tight deadlines.
- Experience with direct marketing-based analytics a plus. Exposure to IT application development projects or marketing technology solutions preferred.
- A "lean in" personality willing to immerse themselves in learning the client's business

## **Technical Know-how**

- Proficiency with MS Office Suite especially Word, PowerPoint and Excel
- Familiarity with one or more marketing automation tools such as Google Analytics, Hubspot, ExactTarget (Salesforce Marketing Cloud), Pardot, etc.
- Preferred experience with Salesforce.com or similar CRM tool
- Familiarity with a project management software like Smartsheet, Jira, SharePoint a plus
- Familiarity with HTML concepts helpful (this is not a coding job – but the position will interact with coders)

**How to respond: Please send your cover letter and resume to Laurie Gilzow at [lgilzo@sigmamarketing.com](mailto:lgilzo@sigmamarketing.com)**