Marketing Automation Specialist

**Who We Are:**

Persado is the only Motivation AI platform that enables personalized communications at scale to immediately inspire each individual to engage and act. Organizations that use Persado reach a tipping point in their ability to understand their customer, generating powerful, on-brand content and communications that drive value.

As an employer, Persado is committed to creating a place where everyone’s unique perspective is valued. We understand that our team members and our inclusive culture are what make Persado special. Persado is proud to be named on Fast Company’s World’s Most Innovative Companies list in 2020, Built In’s Best Places To Work in 2021 & 2022, and Comparably's Best HR Team in 2022.

**What We Are Looking For:**

We are looking for a **Marketing Automation Specialist** to help us with setting up our integrations with the worlds’ largest online marketing platforms and clients, as well as deploying Persado campaigns, on behalf of our clients. Your work will span over various channels, such as web, display, Facebook, email and mobile push, while you will collaborate with diverse internal teams, including solutions consultants, product managers, analysts and account managers to set up and deliver our integrations. You will maintain responsibility for all operational aspects of an integration setup project, from pre-launch, to launch and ongoing support until the end of the project’s revenue lifecycle.

**What You Will Work On:​**

* Setup and configure integrations of Persado systems with to client’s marketing platforms for serving Persado-generated content for web, display, Facebook, email and mobile push channels
* Ensure that the setup considers all client requirements from content data transfers to conversion tracking with third-party analytics or CRM systems
* Ensure on-time and problem-free integration setups by working as part of a cross-functional team
* Provide ongoing support for client’s campaign content delivery and execution
* Create well-documented procedures wherever possible
* Establish and adhere to quality assurance processes that reduce the likelihood of errors and ensure consistency and quality of results.
* Identify, document, and request tools, features and enhancements for Persado’s applications in order to improve operational efficiency and quality
* Participate in remote client meetings when needed (support, troubleshooting, special projects requirements)

**What You Bring:​**

* University degree in Engineering / Computer Science or similar discipline
* At least 3 years of working experience in a corporate environment
* Working experience with:
  + JavaScript, HTML and CSS
  + Any digital marketing platform from the list below:
    - ESPs: Responsys or SFMC
    - Digital experience serving platforms like Adobe Target, Optimizely, Google optimize
    - SEM and Display platforms like Doubleclick
    - Facebook Ads manager
  + A scripting/programming language (e.g. Python, Bash, Java, etc.)
* Nice to have:
  + Working experience in multiple forms of digital marketing (e.g. email marketing, social media, Adwords, mobile apps, display)
  + Basic understanding of SQL
  + Familiarity with any automation framework like (sikuliX, Selenium, Casper)
  + Understanding of basic concepts of Tracking and Analytics
  + Familiarity with Photoshop or similar tools
  + Customer-facing experience and ability to drive technical sessions
* Excellent written and verbal skills in English with strong organizational abilities.
* Self-driven with ability to take ownership of issues and follow through to resolution using strong problem-solving skills
* Self-starter requiring minimal supervision who takes initiative to improve practices and make sure all aspects are covered
* Excited about working in a lean startup environment
* Can learn quickly and communicate effectively in a fast-paced environment
* Exhibits impeccable attention to detail
* Is proactive and willing to pitch in wherever needed
* A self-starter with strict attention to detail
* Passionate in the way you convey solutions

**What We Offer:**

Achieve your life goals and work goals at Persado.

* Persado’s hybrid working model empowers both remote and in-office work equitably!
* Competitive and equitable compensation
* Generous benefits packages globally
* 401k matching (USA); Pension Scheme (Certain EU locations) to prepare for your future
* We encourage professional growth through our dedicated enablement and training teams, as well as on demand tools and resources
* $1250 Employee Enrichment Fund to pursue a passion or upgrade your home office!
* Structured onboarding program to ensure a confident start and long-term success for new hires!
* Strong emphasis on career development and mobility, continuous feedback loops and performance management
* Flexible time off to support work-life harmony (including Summer Fridays)
* #PersadoCares! 2 paid Volunteer days per year and $100 charitable donation match
* Robust Diversity, Inclusion and Belonging initiatives; culture month celebrations, monthly diverse speaker series, commitment to bias-free recruitment, ERGs (#culture, #mindsmatter, #parents, #women, #green, #pride and growing)!
* Recognition, Rewards and Ideas to Action programs to recognize the contributions and impact of Persadoans across the globe!

Valuing diversity at Persado means recognizing and respecting human differences and similarities. Persado is committed to diversity with respect to all aspects of employment. All decisions regarding recruitment, hiring, promotion, compensation, employee training and development, and all other terms and conditions of employment, will be made without regard to race, religious beliefs, color, gender identity, sexual orientation, marital status, physical and mental disability, age, ancestry or place of origin.

***\*Kindly submit your CV In English\****

Classification: Public