



MARKETING TECHNOLOGIST

JOB SUMMARY

As we strive to become a data-driven company, the Marketing Technologist role will help facilitate the guidance of marketing strategies by leveraging emerging technology, diagnostic analytics, and a focus on facilitating stakeholder business initiatives. This role requires foundational knowledge around marketing & sales software, data analytics, social and mobile platforms, content marketing, website analytics, and digital advertising networks—and will report to the Digital Marketing Manager.

JOB DETAILS

Hire Date: 2/1/2020

Position Type: Full-time

Compensation: Salary negotiable based on experience, competitive benefits package

JOB RESPONSIBILITIES

ACTIVITIES

- Manage MarTech tools such as: digital advertising platforms, database management and analytics, project management software, content management systems, marketing automation tools.
- Manage, strategize, and optimize our marketing automation platform, Pardot, for lead generation, nurturing, segmentation, and conversion; executing lead grading and scoring to capture 1st party intent data.
- Improve marketing, sales, and client relations alignment through Pardot and Salesforce, managing campaigns and enhancing data integrity.
- Manage Pardot to help automate marketing actions; attracting and converting prospects through landing pages, blogs, email, chat, keywords, social media, etc.
- Responsible for creating and optimizing drip campaigns in Pardot and creating auto completion actions to streamline inbound efforts.
- Optimize and manage existing MarTech stack and implementing new technologies to improve campaign influence, marketing attribution, and ROI reporting models.
- Build database processes and work with PMO/IT teams to improve automation in existing marketing programs.
- Be responsible for extracting and analyzing large amounts of data across internal and external data sources with a primary focus on supporting ongoing marketing personalization.
- Define strategic agenda for marketing data management to ensure accuracy and quality for sales outreach.
- Utilize tools like PowerBI, Google Analytics, and Salesforce to equip marketing/sales supervisors on areas of opportunities for campaign strategies.

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Updated: 12/11/2020

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EOE

This job description is not designed to contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Duties, responsibilities, and activities may change or be assigned at any time.



- Develop and curate digital omnichannel campaigns to guide prospects through the path-to-purchase sales funnel.
- Leverage marketing performance data to provide recommendations on optimization for sales enablement.
- Be the source of data for the marketing team to drive content development, sales enablement tools and strategies, and internal training and product development.

REPORTING

- Measure, report, and forecast campaign results using demand unit waterfall and predetermined KPIs.
- Continuously monitor performance of digital campaigns and report on monthly/quarterly/annual performance; providing budgetary and strategy recommendations for enhancements.
- Managing cohort and monthly reports relating to digital marketing i.e. campaigns, email engagement, website performance, Salesforce reports, etc.
- Develop and maintain performance management reporting to measure the impact of Account-Based Marketing (ABM) strategies on revenue growth.

REQUIRED QUALIFICATIONS

- A bachelor's degree in Marketing, Data Analytics, Computer Science or Information Technology Management
- 4+ years of experience in marketing and sales, information technology, or related field
- Extensive experience with Pardot, Salesforce, and Google Analytics
- Expert level skills with MS Office
- Extensive experience using project management tools such as Asana or Trello, and communication tools like Microsoft Teams, slack, etc.

CORE COMPETENCIES

- Excellent project management and problem-solving skills
- Analytical mindset with a high degree of critical thinking
- Motivated self-starter, process-oriented with a high attention to detail; highly collaborative style
- Comfortable managing and prioritizing a variety of key initiatives concurrently. Able to work independently, enjoy creating and implementing new initiatives in a highly collaborative environment
- Engages in direct and truthful manner; ability to present accurate and appropriate information

AGAMERICA MISSION

- To know the farmer.
- To counsel the farmer.
- To provide a financial structure that allows the farmer to thrive in good times and to sleep well during tough times.
- To celebrate the critical role of the farmer in America, and to champion all that the American farmer represents in a changing world.