



## MARKETING AUTOMATION SPECIALIST

### JOB SUMMARY

As we strive to become a data-driven company, AgAmerica is looking for a Marketing Automation Specialist, to develop, execute, and manage lead generation campaigns in Pardot. Reporting to the Digital Marketing Manager, they will be responsible for utilizing data to optimize campaigns and achieve the sales goals set for the company.

This person will serve as the subject matter expert and oversee the marketing automation platform ensuring that it is being utilized to its full potential for lead scoring, grading and nurturing in addition to creating and managing our landing pages, forms, dynamic workflows and lists. This role will also oversee all company surveys, including Net Promoter Score customer surveys, and manage the Google Analytics site to make recommendations on ways to optimize website performance.

### JOB DETAILS

Hire Date: ASAP

Position Type: Full-time

Compensation: Salary negotiable based on experience, competitive benefits package

### JOB RESPONSIBILITIES

#### Activities

- Work with the marketing and sales teams on a marketing campaign calendar to target audience segments at the right time to grow the marketing and sales funnel and enhance customer and partner success.
- 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.
- Manage all email and drip campaigns including dynamic workflows, lists, tracking and execution.
- Grow new leads by converting website traffic through calls-to-action, landing pages and lead generation content.
- Optimize and segment our lead scoring, grading and nurturing processes.
- Establish closed-loop analytics to understand how marketing activity turns into customers, and continually refine our process to convert better qualified leads.

### REQUIRED QUALIFICATIONS

- 2+ years of marketing experience in a corporate B2B marketing department.
- Pardot certification preferred.
- Working knowledge of Salesforce as an integrated CRM platform.
- BA/BS degree in Marketing or equivalent.

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Updated: 1/13/2021

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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.



#### **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.