FINVENT
SOFTWARE SOLUTIONS

DEMAND/LEAD GENERATION/MARKETING OPS EXECUTIVE (MARKETO/SALESFORCE SPECIALIST)

Finvent Software Solutions, a provider of award-winning software and services for the global investment management industry, is seeking a **Demand/Leads Generation / Marketing Ops Executive** to join and support our global sales efforts.

Are you a highly efficient digital lead generation marketer with particular expertise in email marketing and marketing operations? Looking to make your mark and flex your Marketo and Salesforce.com muscles?

The ideal candidate is a Marketo Certified Expert with the technical skill, passion, detail orientation, and service mindset to take ownership of our daily marketing operations tasks, troubleshooting, maintenance, and systems stability while producing a large volume of digital programs for lead and prospects generation on behalf of internal clients on a global basis.

You are a doer, who never stops learning, with a passion for delivering business results.

Candidates must prove success producing digital direct response email campaigns that engage leads and prospects throughout a complex B2B enterprise software buying cycle/life cycle and be eager to both learn and teach.

This is an individual contributor role with a significant campaign production responsibility - and huge opportunity to take ownership and shape how Finvent lead management is done.

<u>Responsibilities</u>

- Collaborate with internal clients and colleagues on program planning
- Plan, produce, QA, deploy large program volumes on behalf of internal clients
- Build all required components in Marketo/SFDC per established process
- Take ownership of Marketo Email, Landing Page, and Form templates
- Learn standard approach to nurture builds, expand our automation capabilities
- Establish measurement and reporting methods for nurture programs
- Look for process optimization at every opportunity and propose to team
- Troubleshoot system issues as they arise; develop proposals for fixes;
- Document new processes, system changes, standards and educate organization
- Assist with special projects and other duties as assigned

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Qualifications

- 3-5 years' experience in digital B2B marketing; 1-2 years in email B2B marketing
- Marketing automation experience with Marketo and Salesforce.com is strongly preferred
- Stellar communication skills, able to work with tech, creative, and marketing staff
- Quick learner with the demonstrated ability to prioritize and meet deadlines
- Outstanding attention to detail
- Exceptional writing, editing, proofreading skills
- Knowledge of Photoshop for basic image editing a plus
- HTML 5 skills & CSS desirable
- Direct response copywriting skills a bonus
- BA/BS in English, Marketing, Writing, Communications or related field preferred
- Excellent English language skills, Greek and additional languages are a plus.
- Comfortable with ambiguity, risk, trying new things, experimentation
- Strong service mentality to support business partners and our international business

What Finvent Offers

At Finvent, you will find a rewarding career where you can thrive at every level. We invest in our employees through offering competitive compensation and benefits, private health and medical coverage and progressive training opportunities.

In addition to challenging and meaningful work, you will find deep commitment to giving back to the communities where we live and work.

Finvent's culture thrives on teamwork and diversity. So, bring your unique perspective and talent to Finvent and thrive in your work today!

CV Submission (in English) & Communication Address:
hr@finvent.com CODE: MKTG19

All applications are confidential;

Please Respond ONLY if you comply with most Job Qualifications