

CRM, Database and Marketing Operations Specialist (REMOTE)

S a n o v a W o r k s is seeking a full-time remote **B2C CRM, Database and Marketing Operations Specialist**, who will be responsible for the initial set-up of a Zoho CRM for B2C contact management, data cleansing and migration to CRM, project management of the database infrastructure, and development and execution of CRM initiatives, including: marketing target & segmentation development and communication, validation of target group, and other cross functional involvement.

This position will decide on the CRM platform structure ensuring it integrates across the company for our business needs. Then, develop and execute well-defined systems and processes to automate, optimize and proactively develop and validate marketing campaign/operational metrics.

For the first 3-6 months of employment, a large portion of this position will be focused on strategy, set-up, and cleansing and migration of data to the CRM, which will be a finite set of responsibilities. Once we are in the software and have adapted it's operating procedure, this position will serve as the CRM subject matter expert, setting up and executing automated digital marketing campaigns and workflows developed in partnership with the marketing team.

The ideal candidate will have experience in and an appreciation for working in a small organization and the culture and dynamic that comes with it.

Please explicitly follow the application instructions detailed at the end of this post, or your application will not be considered.

RESPONSIBILITIES

- Deciding on the CRM platform structure, ensuring it integrates across the company
- Leading CRM set-up strategy and implementation, data and contact migration, and internal roll-out and adoption
- Ensuring the database is segmented effectively for targeted marketing activities
- Working cross-functionally and departmentally as a SME regarding all technical/data oriented initiatives impacting CRM
- Managing all database operations and activities, including: database and campaign business rules, data loading and cleansing, fulfillment of files, new infrastructure implementations, etc.
- Developing well-defined systems and processes to automate, optimize and proactively develop and validate campaign/operational metrics.
- Acting as key point of contact for supplier partners (e.g., Zoho, List/Acquisition Providers, etc.)
- Managing the day-to-day activities on all Zoho programs to ensure successful delivery against established targets for CRM excellence, timing, and budgetary considerations.
- Designing, executing, and evolving CRM target marketing strategies
- Designing up front analytics plans to allow us to test and learn new variances of existing strategies
- Overseeing direct communications with customers

DESIRED TALENTS AND ABILITIES

- Bachelor's Degree in Marketing, Advertising, Communication or related major

- 3-5 years' experience working with CRM and email marketing is required
- Understanding of consumer journeys and experiences in multi-channel environments
- High-level proficiency on Mac and Microsoft Office
- Strong ability to work as part of a team, demonstrate initiative, and solve problems independently
- Extremely organized, detail oriented, and able to project manage multiple tasks simultaneously and effectively
- Passion for high quality work and attention to detail
- MUST have minimum internet requirements as this is a remote position

COMPANY CULTURE

S a n o v a W o r k s offers a flexible, results-based workplace; our employees and contractors must have the ability and aptitude to perform their job functions while working remotely/virtually, and function within a remote/virtual team environment.

With our flex-hours workplace, a portion of your workload can be completed at your own schedule. We focus on deadlines met and results/tasks completed rather than hours logged. Hours are semi-flexible, with the majority of your responsibilities needing to be done during office hours (eastern time zone), including department and project team meetings.

Find us online at: S a n o v a W o r k s . c o m

APPLICATION

Please respond to this advertisement with your resume and a cover letter explaining why you are the ideal candidate for this job, addressing specific points above. Please use "SW – Your New CRM, Database and Marketing Operations Specialist" as the subject line. If you are responding from a website that automatically sends your application and you cannot customize the subject line, please note it in your cover letter so that we understand that you did not miss this instruction.

As a team, we communicate daily via video; it's an integral part of our company communication and culture. If you really want to grab our attention, send us a brief video (no longer than 2 minutes) in which you describe what most attracted you to this position.

You can use any software to record your video, including Quicktime or even your cellphone - but we ask that you please ensure that the video is in one of these formats: .mov, .avi, .mp4.

We regret that we cannot respond individually to applications, but appreciate the consideration of each candidate and will reach out to identified matches individually. We greatly look forward to meeting you.