



## Global Marketing Operations Manager

United States - Home Office

EfficientIP US headquarters is located in West Chester (PA) with offices in more than 7 countries around the world.

### **Company Overview: Efficient IP [[www.efficientip.com](http://www.efficientip.com)]**

EfficientIP is a network automation and security company, specializing in DNS-DHCP-IPAM solutions (DDI), with the goal of helping organizations worldwide drive business efficiency through agile, secure and reliable infrastructure foundations. We enable IP communication and simplify network management with end-to-end visibility and smart automation, while our patented DNS technology protects against malware, controls application access and optimizes application delivery performance. Companies in all sectors rely on our offerings to face the challenges of key IT initiatives such as cloud, IoT, 5G and mobility.

### **Job Description**

As our Global Marketing Operations Manager you will be responsible for planning, organizing and ensuring our Marketing Automation Platform (Marketo) and CRM (Zoho) are the source of truth platforms for sales and marketing activities.

The role involves the strategic implementation and execution of global campaigns in keeping with set guidelines and objectives. You will be involved in monitoring marketing plans, budgets and performance both offline and online. Creates project plans, works cross-functionally, gathers resources, and implements projects. Manages project milestones and resources and is accountable for successful project delivery. Coordinates activities and ensures effective communication within teams.

Tracks project schedules, reports on progress and takes corrective action as needed. New and on-going project management and administration includes identifying and planning workflow process improvements; preparing cost and other analysis; ensuring adequate resource allocation; and budget management.

This role will play a crucial position in our growth and expansion as a data driven company. This position reports to the VP of Marketing.

**Team:** Marketing

**Country:** United States

**Remote Work Available:** Yes, partially

## Responsibilities

- Oversight and coordination of the marketing calendar of campaigns, programs, and events to ensure operational alignment and efficiencies
  - Maintain the WW global marketing calendar and tasks, including:
  - Adding and track campaigns within Zoho
  - Manage the delivery of tasks to the team (graphique designer, product management, digital, Marketing automation setup,..)
- Coordinate the planning of marketing activities to ensure our all programs are adhering to targeting delivery date, goal setting, ROI, internal kick off meeting and delivery of success
- Work collaboratively with product marketing, SEO manager, and copywriters to execute on messaging and content strategy
- End to end support for the execution of campaigns, programs, drip & nurture programs and communications
- Own and develop specific campaigns within NAR per vertical or per solution and share results and insights with management.
- Monitor team budget and reporting, keeping a pulse on needs to arm leadership with budget projections
- Monitor budget forecast and spend for multiple campaigns running concurrently
- Manage programs to adhere to the marketing budget.
- Support virtual and on-site events with strategic planning, promotion, and ensure proper execution and follow-up.
- Create and enhance agency and third party relationships. Collaborate with remote services teams (designers, PPC teams, etc.) and suppliers (events, collateral).
- Interact with BDR teams and leadership to actively share campaign goals, campaign timelines, campaign results, create a consistent connection between marketing expectations and feedback from field and channel teams.
- Collaborate with agencies and other vendor partners

## Qualifications

- 8+ years of experience in the Enterprise Technology Solutions industry managing field and/or channel activities with particular expertise in both in-person and virtual events.
- A passion for innovation and creativity, an innate ability to think outside of the box.
- Ability to work collaboratively across business units with an emphasis on supporting Regional Sales Leaders in North America.
- Ability to thrive in a fast-paced, collaborative, creative, results-driven environment.
- Strong interpersonal and communications skills.
- Dedication and accountability to achieving results and a desire for continued success.
- A positive attitude, friendly outgoing demeanor, and willingness to take a few risks.

**What We Offer**

We offer a great opportunity to grow with our company, in a rapidly advancing and strongly innovative environment.

At EfficientIP, we fully believe in congeniality in the workplace and in our relationships with our customers, partners and colleagues. We ensure a positive work environment that is encouraging, enthusiastic and motivating to our team. This approach breaks down barriers in order to stimulate our company's ambition of constant overachievement.

You will be part of a fun and ambitious team!

**To apply, please send your cv and cover letter to [careers@efficientip.com](mailto:careers@efficientip.com)**