



ITFO Communications, Inc.

## Openings: Marketo Operations Specialist

### Job Description Overview:

The **Marketo Operations Specialist** will join the B2B communications team to help create innovative, compelling marketing automation solutions utilizing Marketo.

We are looking for a passionate, technically-savvy, communicator who will help develop, test, execute, and monitor Marketo campaigns.

### Primary Responsibilities:

- Create and execute Marketo email campaigns
- Monitor campaign success and create campaign reports
- Help deploy and test Marketo implementation on corporate websites and blogs
- Help educate and train others to understand and utilize Marketo for their programs

### Knowledge and Skill Requirements:

- Marketo certification
- Strong fundamental understanding of B2B marketing and lead generation campaigns
- Experience with SalesForce, integrating 3<sup>rd</sup> party tools and APIs preferred
- Experience implementing Marketo on blogs such as WordPress preferred
- Collaborative and spirited educator who gets excited about utilizing and implementing the latest marketing automation capabilities to help build successful communications programs

This new telecommute position is part time and could evolve into full-time role depending on client satisfaction and needs. Pay rate will be determined according to your skills and experience.

Team members usually work from their own office locations, though it will be beneficial if you have the ability join occasional face-to-face meetings.

**Note:** To apply for the position by submitting a resume and relevant samples—or to ask questions—please contact the address below.