



## Job Posting

**Position:** Marketing Automation Specialist

**Reporting to:** Digital Experience Manager & Marketing Manager

**Location:** Remote, or from the Toronto office of Butterfield & Robinson

**Term:** Permanent, Full-Time

### Overview

The Marketing Automation Specialist will support both the Sales and Marketing teams through reporting, strategy and ongoing maintenance of B&R's marketing systems. This role provides the opportunity to contribute recommendations for efficiency improvements in sales and marketing systems and processes and to collaborate cross-functionally on building and implementing these solutions.

### Objectives and Responsibilities of the Marketing Automation Specialist:

- Responsible for implementing marketing automation processes, proactively researching, and implementing the latest best practices, strategies, and industry standards for effectively running campaigns
- Responsible for digital marketing program development and execution, including audience segmentation, testing and deployment, and continual optimization
- Support ongoing integration efforts with CRM systems and assist in the integration of additional platforms into the marketing automation technology stack
- Plan and perform A/B testing to identify and implement enhancements that improve key performance metrics such as conversion rates, cost per conversion, program/campaign ROI, and sales growth
- Applying compliance and legal requirements (CAN-SPAM, GDPR, CCPA, data security, branding, etc.) to Marketo; defining user roles and developing guidance to support the compliance
- Conduct troubleshooting, leveraging available resources for tracing down and removing technical issues
- Provide reporting and analytics in Marketo, develop a marketing performance framework
- Day to day user support for Sales and Marketing teams; monitoring and responding to requests where needed

### The ideal candidate will have the following experience and qualifications:

- 3-5 years of experience in a marketing automation or similar role
- Experience with marketing automation software such as Marketo, SharpSpring or Mailchimp (Marketo experience is preferable)
- Extensive experience with Google Marketing Suite (Analytics, Data Studio, Google Ads, Search Console)
- Experience with Facebook Business Tools
- Experience with CRM tools such as Microsoft Dynamics, Salesforce, or Hubspot (Microsoft Dynamics experience is preferable)
- Data analysis, analytics and reporting capabilities including advanced knowledge of Excel formulas and data manipulation

### The ideal candidate will have demonstrated the following skills and characteristics:

- Organized with a proven ability to successfully manage multiple tasks while maintaining high quality outputs and delivering on time
- Strong attention to detail in daily tasks and projects, while also having the ability to see beyond the individual tasks and understand the broader impact and implications of activities on other cross-functional teams
- Excellent written and verbal communication skills. Copy editing experience is a plus

Butterfield & Robinson is an equal opportunity employer committed to creating a diverse and inclusive environment. We consider qualified applicants regardless of race, colour, religion, gender, national origin, sexual orientation, age, citizenship, disability, or gender identity. Accommodations are available on request for candidates taking part in all aspects of the selection process.

To apply, please send a cover letter and resume **by email** to:

Robin Wark - Director, Human Resources

Email: [employment@butterfield.com](mailto:employment@butterfield.com)

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