

**Title:** Marketing Operations Specialist

**Reports to:** Sr. Marketing Manager, Content & Design

## **ABOUT US**

As the premier higher education platform for course content delivery and analytics, Akademos provides colleges and universities industry-leading technology to help create, implement, and manage their course content strategy, along with a full-service online bookstore and available merchandise shop. More than just an online bookstore, we take care of all of the aspects of course content management and delivery so that you can focus on driving student success. We offer students the most convenient access to affordable course materials, give faculty academic freedom and flexibility, all while providing the highest value, institutional alignment, and an unmatched customer experience that helps schools prioritize textbook affordability and student success.

## **WHY US**

As a rapidly growing company with a mission to help reduce the cost of education for students, we take pride in the value we bring to our schools, and we believe that it all begins with the value we place on our employees.

Akademos employees are excited and energized by change. We use our knowledge to quickly solve today's problems while thinking innovatively how to make processes better for the future. We have the highest levels of trust, respect, and dignity towards our work and each other. We prize innovation and creative thinking, and expect everyone to engage beyond their day-to-day responsibilities. We are committed to a creative, fun, and respectful environment where we can help Akademos grow in its mission together and achieve personal individual growth as well.

We offer a comprehensive list of benefits including: paid time off, medical, dental, and vision coverage, short and long-term disability, life insurance, 401(k), healthcare spending and reimbursement accounts, Employee Assistance Program, paid parental leave, and other workplace and wellness perks.

We are an Equal Opportunity Employer and do not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, and basis of disability or any other federal, state, or local protected class.

## **PRIMARY RESPONSIBILITIES**

As a Marketing Operations Specialist you'll take over our channel optimization and own our MarTech stack. In this role, you'll support ongoing initiatives to drive positive customer outcomes through data-driven decisions. The ideal candidate will have experience in both database and digital analytics. You're responsible for providing performance analysis for each of our marketing channels and managing and optimizing our MarTech stack. Your strategic insight and execution would deliver a consistent user experience throughout the customer journey with continual optimization for increased results.

- Build and optimize campaigns across owned and paid channels
- Set up A/B and Multi-variate tests, communicate results and provide recommendations
- Create a performance tracking framework and reporting results to key stakeholders that you use to surface critical insights and optimization recommendations
- Develop SMART goals and performance metrics that align with departmental strategies
- Analyze performance through an account-based lens and to show how our key personas are engaging through the journey
- Provide actionable overall marketing and customer insights to address key strategic questions. Responsible for planning tracking, reporting, and analyzing the performance of marketing activities, ad-hoc analytic requests, and development/automation marketing strategies.
- Manage MarTech stack to ensure data is flowing through properly to deliver a great user experience, exceed goals, and maintain data hygiene
- Serve as a subject matter expert on customer data and ensure the correct data is being collected and table structures support user needs
- Manage key vendors that contribute to our MarTech stack or digital performance

### **IDEAL CANDIDATE BACKGROUND**

- Bachelor's degree in marketing or transferable experience
- 3+ years of hands-on experience in marketing or operational analysis
- Hands-on knowledge of the top (and key emerging) MarTech stack vendors
- Experience in technology – preferably in a B2B SaaS environment
- Experience with digital advertising channels (PPC, social ads, display, etc.)
- Experience with Hubspot and Sugar
- Experience managing web analytics platforms like Google Analytics
- Extreme creative problem-solving skills
- The ability to extract the story and insights from the data
- Ability to make complex ideas simple
- Top-notch written and verbal communication skills
- The desire to get big results with scrappy resources
- A passion for getting inside the head of your target and helping them succeed
- Perpetually learning new tech and techniques, but willing to invent your own
- You're more technical/analytical than creative, but we welcome unicorns that do both well
- Has a sense of urgency, not deterred by challenges
- Courage to take calculated risks and make bold decisions, tenacious, resilient and adaptable
- Highly reliable and collaborative with excellent interpersonal skills; cultivates an active network inside and outside the organization

**Position type:** Full time; Remote available or Commuting distance to Norwalk, CT -- 30 minutes or less travel time

**Travel:** None

**To Apply:** Visit the Akademos website (<https://info.akademos.com/apply>) and fill out all the fields. To be considered for this job, a cover letter must be submitted including a brief description (1-2 sentences) about why you are interested in working with us at Akademos.