



MARKETING AUTOMATION SPECIALIST

SnapComms is a fast-growing, global leader in SaaS employee communications and engagement solutions with over 600 customers and 2.5 million users. We're growing fast and need a superstar to take charge of our email and marketing automation. Is that you?

What you will be doing

You'll join our Digital Marketing Team, using data to capture and nurture marketing leads through to conversion. You'll be responsible for the execution, management and strategy of our marketing automation platform.

You'll be delivering data-driven targeted and personalised communications to improve engagement with prospective and existing customers. This will include email campaigns, workflows, profiling initiatives, smart content and segmentations.

- Responsible for execution, management and strategy of the SnapComms marketing automation platform
- Responsible for working with the wider Everbridge Marketing Operations team on aligning the SnapComms and Everbridge martech and prospect databases.
- You will ensure delivery of data-driven targeted and personalised communications to improve engagement with prospective and existing customers. This will include email campaigns, workflows, profiling initiatives, smart content, conversational marketing and segmentations.

- Work with Digital Marketing, Product Marketing, Sales, Marketing Operations and Leadership within SnapComms and Everbridge to develop a Prospect Contact Strategy and lead nurture for Inbound.
- Build and manage all lead nurture email marketing programmes to turn marketing leads into sales leads.
- Plan and perform A/B testing to define and execute enhancements to productivity, conversion rates, programs/campaign ROI, and sales growth
- Work with Digital Marketing and Sales to improve our lead enrichment and lead scoring.
- Support essential marketing operations initiatives in HubSpot and Salesforce for SnapComms such as managing the lead lifecycle, lead scoring, lead nurturing, segmentation, and data cleansing.
- You will support the APAC marketing operations activities across Marketo and Salesforce.
- You will support scoping, plan and rollout for moving the SnapComms martech into the Everbridge martech stack
- Scope and create prospect and customer email campaigns and newsletters.
- Work with our digital agency to create nurture journeys to support advertising campaigns.
- Analyse, monitor and report on KPIs related to marketing automation, campaign performance, and CRO tests and optimisation
- Understand and evaluate campaign metrics and distribute campaign performance to the marketing team.
- Provide insights on opportunities for improvement.
- Ensure compliance with GDPR, CAN-SPAM and other regulations.
- Carry out all duties in accordance with the Information Security Management System

Who we are looking for

You'll have 3+ years of marketing experience with a strong background in email, marketing automation and campaign management (HubSpot, Marketo and Salesforce experience would be a bonus!). You'll also be:

- Data-driven and technically-minded while understanding the larger picture
- Experienced working with digital analytical tools like Google Analytics
- A passionate advocate for marketing automation best practices
- Skilled in project management and delivery, taking ownership of your results
- Process orientated, both in following existing processes and creating new ones
- Experienced in B2B with an understanding of sales pipeline and inbound methodology (preferred)
- Strong independent project management skills
- Expert knowledge of database management concepts and best practices.

Who we are

SnapComms solves the problem of workplace information-overload and message-fatigue. Our intuitive, easy to use platform enables organizations to deliver the right message, in the right way, to the right people, at the right time – every time. Empowering employees starts with exceptional employee engagement. That's why we're excited about delivering a complete communications experience that increases motivations, fuels aspirations and enhances productivity.

- We are in the heart of beautiful Takapuna in modern offices that have been purpose-built for us, just metres away from the famous Takapuna Beach. Our offices are full of natural light, with awesome decks to enjoy the sea views and the ocean breeze.
- As a company, we are big on setting goals that all our different teams can work together on achieving. This brings a lot of cross-functional activity and collaboration to the business, helps stop silos forming and makes us all feel like we own a piece of the jigsaw – and we all get to celebrate each other's success!
- Our culture at SnapComms is everything! We pride ourselves on having an awesome culture that is friendly, supportive and transparent while at the same time being aspirational, progressive and successful. As a global business, we seek to inject an international flavour into all that we do – we're a truly multicultural organisation where diversity and inclusion is part of our DNA.
- We are big on family and understand our employees have lives outside of the office, so we firmly believe in and advocate for work-life balance.

Cool Highlights

- A fast-growing, profitable, bootstrapped SaaS company
- Located on the North Shore right next to Takapuna Beach
- Amazing people-focused culture

If the above sounds like you, go ahead and apply by sending your CV and a cover letter telling us a bit about you, why this opportunity excites you and how your experience can contribute to our success.