

Marketing Specialist, Corporate Data

Your job is simple: To drive revenue, leads and awareness for Pragmatic Institute's corporate data practice, which helps organizations leverage data to drive business success through practical, high-impact training. Focused on marketing efforts for the open-enrollment and corporate training programs, you'll oversee everything from email and the blog to the website and ad programs.

In this role you'll wear many hats—project manager, email marketer, metrics monitor—and you'll have the chance to make a real impact. So, if you love the idea of executing go-to-market programs that smash goals, developing content aimed at data professionals and business leaders, and joining a fun-loving marketing team that takes the work (but not themselves) seriously, we want to hear from you.

KEY RESPONSIBILITIES

- Develop and project manage marketing campaigns that deliver results
- Create go-to-market materials that drive leads and resonate with personas, such as nurture campaigns, landing pages, content marketing assets, videos and other collateral
- Measure the impact and elevate the effectiveness of marketing initiatives through analysis: monitor key metrics to know what's working, what's not and pivot accordingly
- Provide the sales team with the sales tools, collateral and presentations needed to be successful
- Partner with our social media strategist on campaigns and content; review plans and assets
- For larger marketing initiatives, develop campaign briefs to help ensure that creative delivery is on point
- Work with our digital agency to ensure advertising reflects the brand and drives leads
- Partner on content development efforts for our website, blog, podcast and webinar series

WHAT YOU'LL NEED TO SUCCEED

We're looking for a multi-talented marketing contributor with:

- Bachelor's degree in communications, marketing, English or related field
- Minimum 2-4 years of professional marketing experience (B2B marketing preferred)
- A background in data and/or technology, or an interest in the subject, preferred
- Exceptional communication skills (both written and verbal) and organizational skills a must
- Ability to work independently and with a team
- Ability to handle multiple activities simultaneously while never letting a deadline drop
- Collaborative nature, strong attention to detail and a data-driven mindset
- Proficient in Microsoft Office Suite, Google Docs and CMS
- Experience with Pardot, Google Analytics, and similar platforms a major plus
- A "make it happen" attitude

WHAT WE BRING TO THE TABLE

We are a large team of driven collaborators, working remotely all around the U.S., who are dedicated to changing the face of professional education. We've made the Inc. 5000 fastest growing company list 9 times, and we've been named one of the best places to work in Arizona. We offer 18 PTO & sick days (in addition to the week between Christmas and New Year's off) and 90% paid medical for you and yours. We also host trivia and twice-weekly yoga classes over Zoom.

But enough about us. We want to hear about you. If you're interested in this position, please send your resume and cover letter. (Don't be afraid to brag, we want to hear all about why you'd be a great addition to this team.)

Pragmatic Institute is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants are encouraged to apply and will receive consideration for employment—without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status.