

Marketing Process Specialist

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Company: Right Customer

Location: United Kingdom

Category: business-and-financial-operations

We are seeking a detail-oriented and analytical Marketing Process Specialist to join our marketing team. As a Marketing Process Specialist at Right Customer, you will be responsible for optimizing and streamlining our marketing processes, ensuring efficiency, consistency, and adherence to best practices. Your expertise in process improvement will play a vital role in enhancing our marketing operations and achieving our strategic goals.

Key Responsibilities:

Process Evaluation: Analyze current marketing processes and workflows to identify areas for improvement and optimization.

Documentation: Document existing marketing processes and develop clear, step-by-step procedures for marketing tasks and campaigns.

Standardization: Standardize marketing processes to ensure consistency and adherence to brand guidelines across all marketing channels.

Efficiency Enhancement: Identify opportunities to streamline marketing tasks, reduce manual efforts, and increase productivity.

Automation: Collaborate with cross-functional teams to implement marketing automation solutions that improve efficiency and effectiveness.

Data Analysis: Analyze marketing data and metrics to evaluate the performance of marketing processes and suggest enhancements.

Compliance and Best Practices: Ensure marketing processes align with industry regulations and best practices.

Training: Train marketing team members on optimized processes and ensure they have the tools and resources needed for success.

Continuous Improvement: Continuously monitor and refine marketing processes to adapt to changing business needs and industry trends.

Collaboration: Work closely with marketing managers, designers, content creators, and other stakeholders to understand their needs and challenges.

Requirements

Proven experience as a Marketing Process Specialist or in a similar role.

Strong analytical skills with the ability to assess and improve complex processes.

Excellent documentation and communication skills to create clear process documentation.

Familiarity with marketing automation tools and systems.

Detail-oriented with a commitment to data accuracy and compliance.

Ability to collaborate effectively with cross-functional teams and adapt to changing requirements.

Project management skills to oversee process improvements from conception to implementation.

Understanding of marketing principles and practices is a plus.

Benefits

Competitive Pay Based on Experience

Unlimited Paid Time Off (Holidays, Vacation, Sick Days)

Ongoing Training & Development

Regular Salary Increases

Performance Bonuses

Growth Potential as Company Expands

Work Remotely for a US-Based Company

About Our Company

Right Customer is a leading digital growth & advertising agency helping entrepreneurs scale their businesses with paid advertising. Our agency is committed to maximizing ROI, and we have helped our clients profitably generate a combined \$50,000,000 in the last three years. We specialize in strategic planning, paid advertising, customer acquisition, lead generation, and digital experience creation with websites.

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