

## Marketing Reporting Specialist

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Company: Right Customer

Location: United Kingdom

Category: business-and-financial-operations

We are seeking a dedicated and detail-oriented Marketing Reporting Specialist to join our dynamic marketing team. As a Marketing Reporting Specialist, you will play a crucial role in ensuring the smooth operation of our marketing systems, integrating various tools, and maintaining accurate reporting and data entry. Your expertise in marketing automation and your knowledge of essential platforms will help us drive effective marketing campaigns and maintain strong client relationships.

Key Responsibilities:

- 1 . Communication: Engage in weekly calls and daily communication via Slack with team members and vendors to coordinate marketing efforts.
- 2 . Integration: Be responsible for integrating marketing systems, including ClickFunnels and WebinarJam, to optimize our marketing processes.
- 3 . Reporting and Data Entry: Maintain accurate reporting and data entry, providing insights to improve marketing strategies.
- 4 . Client Onboarding: Assist in onboarding new client systems, ensuring a smooth transition and setup.
- 5 . System Maintenance: Ensure that all marketing accounts and systems are properly functioning.
- 6 . Technical Understanding: Possess a basic understanding of technical work to

troubleshoot and resolve issues efficiently.

- 7 . Expert Knowledge: Demonstrate expert-level knowledge of key marketing tools, including Zapier, Webinar Jam, EverWebinar, ClickFunnels, Active Campaign, Hyros, Infusionsoft, and Kajabi.
- 8 . Campaign Setup: Utilize platforms to set up trigger-based campaigns and establish regular email communication.
- 9 . Data Management: Ensure that client ESPs (Email Service Providers) stay up-to-date with current segmented data.
10. Team Collaboration: Assist the funnel and email teams in account setup and collaborate on marketing strategies.
11. Automation: Be responsible for automation to keep client CRMs (Customer Relationship Management systems) up to date.
12. Platform Updates: Stay informed about new changes to the platforms we use and keep the team informed to adapt strategies accordingly.
13. Cross-Team Coordination: Collaborate with the Head Strategist to ensure all teams are working together efficiently.
14. Partner Relations: Manage partner relations with the technologies we use to optimize our marketing efforts.

## **Requirements**

Requirements:

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

Strong understanding of marketing automation tools and platforms.

Proficiency in Zapier, Webinar Jam, EverWebinar, ClickFunnels, Active Campaign, Hyros, Close.io, Hubspot, Skool, GoHigh Level, Infusionsoft, and Kajabi.

Excellent communication and teamwork skills.

Detail-oriented and organized with a focus on data accuracy.

Ability to troubleshoot and resolve technical issues.

Analytical mindset for reporting and data analysis.

## 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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