



A Family of Companies



JOB DESCRIPTION

JOB TITLE:	Marketing Automation & CRM Manager		COMPANY:	CNECT 100%
REPORTS TO:	Director of Marketing			
DIRECT REPORTS:	N/A			
STATUS:	Non-Exempt	FULL TIME	WORK COMP CLASS:	8810
OUTSIDE TRAVEL:	5%	WORK HOURS: 7-7/M-F	WORK CONDITIONS:	Remote
<p><i>**The salary range provided is the annual base salary for California residents: \$102,000-\$135,000 depending on experience*</i></p> <p>This job description is intended to be a general statement about this job and is not to be considered a detailed assignment. It may be modified at any time, with or without advance notice, to meet the needs of the organization.</p>				

JOB SUMMARY

This position will lead the development, implementation, and optimization of our Salesforce Marketing Cloud (SFMC) Account Engagement - Advanced product. This role is responsible for managing marketing automation strategies, CRM integration, lead nurturing workflows, data-driven marketing initiatives, segmentation, and campaign execution to enhance engagement, optimize conversion rates, and support business growth.

This position will work closely with marketing, sales, and IT teams to ensure seamless integration and execution of campaigns that align with strategic goals. This position will be an expert in B2B marketing automation, CRM systems, email marketing, and data analytics, and have a strong ability to drive performance improvements through technology and automation. This position will report to CNECT's Director of Marketing.

ESSENTIAL JOB FUNCTIONS

Marketing Automation & CRM Management

Marketing Automation & CRM Manager
 Updated: February 2025

- Oversee Salesforce Marketing Cloud Account Engagement (Pardot Advanced), ensuring best practices in automation, segmentation, lead scoring, and campaign execution.
- Manage and optimize lead nurturing workflows to enhance customer engagement and sales pipeline effectiveness.
- Ensure seamless integration between Salesforce CRM and marketing automation systems to drive efficiency and alignment.
- Maintain data hygiene, governance, and compliance for CRM and marketing databases, ensuring quality and accuracy.
- Implement strategies for scalable campaign automation, leveraging dynamic content, personalization, and AI-driven insights.

Campaign Execution & Optimization

- Design, build, and manage multi-channel marketing campaigns, including email, landing pages, and social media.
- Develop and execute segmentation strategies to improve targeting and engagement for diverse audiences.
- Lead A/B testing initiatives and analyze campaign performance to optimize effectiveness.
- Support Account-Based Marketing (ABM) initiatives, aligning marketing efforts with key sales priorities.
- Collaborate with content, digital, and demand generation teams to ensure cohesive messaging and execution.

Analytics & Performance Tracking

- Monitor and report on key performance indicators (KPIs), providing insights to enhance marketing ROI.
- Develop dashboarding and reporting frameworks to track performance across automation and CRM systems.
- Use data-driven insights to refine marketing strategies, optimize conversion rates, and improve lead quality.
- Ensure compliance with GDPR, CCPA, CAN-SPAM, and other data privacy regulations.

QUALIFICATIONS & SKILLS

Skills

- Hands-on expertise in SFMC Account Engagement and Salesforce CRM.
- Experience with B2B marketing automation strategies, ABM campaigns, and lead lifecycle management.
- Ability to translate data insights into actionable marketing strategies.
- Excellent collaboration skills with marketing, sales, and IT teams.
- Strong understanding of marketing analytics, reporting tools, and performance metrics.
- Strong knowledge of lead nurturing, email marketing, segmentation, and A/B testing.
- Knowledge of HTML/CSS for email templates is a plus.
- Possesses strong business acumen and interpersonal skills.
- Ability to build relationships and confidently work with others both inside and outside of the Company.

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- Presents more efficient business processes to management with the goal to save time and costs for the Company.
- Proven analytical skills. Exceptionally detail-oriented and demonstrates high degree of precision and accuracy with respect to data.
- Identifies challenges in managing urgency of projects with the ability to communicate issues before they arise.
- Strong organizational skills, with the ability to multitask and work on multiple projects with ease and efficiency, while meeting expected deadlines.
- Proven ability to coordinate, organize, and communicate project details amongst team members and coworkers.
- Ability to work independently with minimal supervision.
- Exceptional team player and able to work professionally and collegially with others in a fast-paced environment.
- Actively seeks and responds positively to thoughtful feedback.

Education/Experience

- BA or BS in Marketing, Communications, Business, or a related field.
- 5+ years of experience in marketing automation, CRM management, and digital marketing.
- Salesforce Marketing Cloud Account Engagement or Pardot Certification preferred.
- Additional certifications in Google Analytics, HubSpot, or related marketing technologies are a plus.

Geographical Location, Standard Business Hours, and Travel Requirements

- Located in the continental US no more than a 60-minute radius to a major U.S. airport.
- Business hours are generally 8:00-5:00 PST.
- A minimum of 5% travel is required for staff development purposes.

PHYSICAL REQUIREMENTS

- Ability to sit or stand for long periods of time
- Ability to reach, bend and stoop
- Physical ability to lift and carry up to 20 lbs.

HIPAA/COMPLIANCE

- Maintain privacy of all patients, employee and volunteer information and access such information only on as need to know basis for business purposes.
- Comply with all regulations regarding corporate integrity and security obligations. Report Unethical, fraudulent, or unlawful behavior or activity.
- Upon hire and annually attend HCP's HIPAA training and sign HCP's Confidentiality & Non-Disclosure Agreement and HIPAA Privacy Acknowledgment

- Upon hire and annually read and acknowledge understanding of HCP's HIPAA Security Policies and Procedures
- Adhere to HCP's HIPAA Security Policies and Procedures and report all security incidents to HCP's Privacy & Security Officer

I acknowledge that I have read and understand this job description. My signature below certifies that I am able to perform the essential duties and responsibilities of this position. I have also discussed any accommodations that I feel I might need to allow me to perform these essential functions. Additionally, I agree to abide by the policies and procedures established by Health Center Partners of Southern California.

Signature

Date

Employee Name (please print)