

SENIOR MANAGER, DATABASE MARKETING**TRACKING CODE**

101483

JOB DESCRIPTION**POSITION RESPONSIBILITIES**

Reporting to the Director of Marketing Operations, the Sr. Manager will be a key member of the Marketing Operations team. We're looking for a seasoned marketing leader who can work collaboratively with the broader marketing team to build systems, processes and tools to take marketing at Blackboard to the next level.

Specifically he or she will:

- Work closely with Marketing leadership and lead generation team to translate strategic objectives into effective marketing initiatives through systems and processes
- Own Blackboard's marketing automation tools, including introduction of new functionality and integration with all other Blackboard sales and marketing systems
- Own the Salesforce.com marketing module to drive analysis and metrics for lead/demand generation activities working closely with all departments
- Build and maintain a tight partnership with the Blackboard sales organizations including close collaboration on lead management and lead scoring
- Contribute to the overall prospect and customer data management strategy
- Manage systems integration with other lead tracking systems including corporate Web properties and the CRM system
- Design and manage segmentation rules and models.

REQUIRED EXPERIENCE**PROFESSIONAL QUALIFICATIONS**

The successful candidate should have significant segment marketing, demand creation and campaign execution experience with well known brands including a demonstrated track record of success working with direct sales teams in technology.

Required

- A four year degree from an accredited University or college in business, management information systems or computer science, masters degree preferred
- 6+ years of progressive experience in technology marketing
- Experience managing Salesforce.com or similar CRM system
- Experience managing a marketing automation system such as Eloqua or Engage B2B
- Demonstrated proficiency with database design concepts, data modeling, and segmentation structuring
- Ability to communicate with a non-technical audience, understand business needs, and translate them into technical requirements
- He or she will have the personal drive, passion and enthusiasm to both understand, and successfully navigate a fast-growing global company in an evolving education and communication technology marketplace
- Self starter with an entrepreneurial spirit and the ability to work independently
- Ability to problem-solve, multi-task and meet deadlines
- Excellence in verbal and written communication, presentation skills and relationship management
- Ability to partner with all levels of an organization

Preferred

- Education industry experience a plus

JOB LOCATION

Washington, DC, US.

POSITION TYPE

Full-Time/Regular

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