



Super-Sharp Marketing Campaign Mgr needed for Fast-growing, Dynamic Software Company at Tableau Software

Location: Greater Seattle Area (Fremont) (Greater Seattle Area)

URL: <http://www.tableausoftware.com>

Type: Full-time
Experience: Associate
Functions: Marketing
Industries: Computer Software
Posted: September 18, 2009 by **Joni Kimzey** 

Job Description

Super-Sharp Marketing Campaign Manager Needed for Fast-growing, Dynamic Software Company

Join a missionary team marketing one of the hottest products in software. Inc. 500 just rated us as one of the fastest growing technology companies in the US, currently in our fifth year of exponential sales growth. Our award winning products make it easy for people to transform data into smart visual analytics using a drag & drop interface. The company is on its way to becoming a large, market defining, publicly traded company and is next in a long line of high profile Stanford spinouts (e.g., Google, Yahoo, VM Ware). Tableau's customer list is already a Who's Who from every major industry. Through our unique data visualization technology, we're changing the face of business intelligence and we need people who want to lead that change.

What you'll be doing...

As Tableau's Marketing Campaign Manager, you'll be responsible for Conceptualizing, executing, and managing demand generation and nurture campaigns. This is an opportunity for a take-charge, technically sophisticated, analytical but highly creative marketer to make a huge difference in the growth of a fast, exciting company.

Your responsibilities include:

- Email Marketing – You'll plan, design, and execute email communications. You'll have a deep understanding of how to segment the in-house database and general market in order to execute end-to-end campaigns.
- Database Marketing – You'll maintain the integrity and effectiveness of our database by cleaning, importing, and appending data. You'll understand the best ways to segment and leverage this asset to provide more effective campaigns, better lead management, and stellar analytics.
- Marketing Automation – You'll use Eloqua to deliver timely and relevant emails. As well as turn its data into actionable tools for sales and executives.
- Lead Management – You'll understand and enhance the systems that manage, qualify, and score prospects.
- Online Marketing – You'll be the go to person for SEO, Paid search (Google, Bing), Social Media, website user experience, online events, and all things digital marketing.
- Web Design & Maintenance – You'll help define and test projects for web developers, and work closely with technical teams.
- Optimization – You'll perform A/B and multivariate testing on landing pages and emails to optimize conversion marketing efforts.
- Analytics – You'll use tools like Tableau, Google Analytics and Omniture to analyze site, campaign, and email traffic, as well as build and maintain KPI and closed loop marketing reports and dashboards using business intelligence tools like Tableau.
- Marketing Best Practices – You'll stay abreast of marketing best practices in all of the above topics and provide strategic input on how to incrementally improve each one.
- Cross Functional Teamwork – You'll work with Product Marketing, Marketing Programs, Business Systems, IT, and Sales to deploy effective campaigns.

Who you are...

- Technically Savvy and Creative. You not only understand how technology and process can advance and help improve marketing but you know how to actually create and build online marketing programs using sophisticated marketing automation software like Eloqua. Yet, you never lose sight of the creative process.
- Analytical and Curious. You love understanding data, patterns and trends. Numbers are your friends. You can dig into the details but always see the big picture.
- Energy and Enthusiasm. Energy and enthusiasm are your hallmarks. You think out of the box and wow people with your interesting angles and quality work.
- A True Team Player. You're the best at what you do and you know how to work with your colleagues to get the best from them.
- Passion for Great Work. Nothing less than your best will do.

In addition to a great job and salary, what you'll get from at Tableau...

- Work on great products

Award-winning software that just keeps getting better. Ever worked for a company where real journalists say "almost too easy use"? Or "best software we've seen in years"? You can at Tableau.

- Tangible growth opportunities

We have a big vision and are on a fast growth path – 14 consecutive quarters of sales growth means you'll be growing too. We need people who want to grow with us.

- Great colleagues

Hang around with smart people with nary a hair of arrogance or ego. Everyone is working hard on something worthwhile. No frustrating slackers to drag you down. Bonus: people do really care about each other.

•Satisfaction from helping people every day

Do you go into your current job wondering what your customers do with your products and whether it helps them? Not so at Tableau. We hear from our customers every day about how much Tableau helps them.

•Great environment

We're casual with lots of t-shirts and flip flops (but if ties and high heels are your thing, that's o.k. too).

Skills

Your skills and qualifications:

- CRM and/or relational databases – preferably Salesforce
- Experience with email marketing and automation software – preferably Eloqua
- Experience writing, designing, sending, testing and optimizing emails and other campaigns
- A marketing background
- Strong analytical skills
- Basic HTML
- Experience with SEO strategy and techniques
- Experiencing with Paid Search like Google, Bing, and business.com
- CMS experience with tools like Drupal are a big plus
- Experience with Photoshop and the Adobe creative suite is a big plus
- BS/BA, ideally in a technical or business field
- 2 years professional experience in a marketing role is preferred
- Working knowledge of SQL and relational databases is a plus

To apply, please send your resume to jobs@tableausoftware.com

Company Description

Tableau is business intelligence software that helps people and organizations work smarter and see trends more clearly. Given the freedom to easily and rapidly explore, visualize, publish and share analyses, Tableau clients work 5 to 20 times faster. Find out why CFO Magazine said it's the "best piece of software we've run across in years" and PC World said you'll "visualize your data in whole new ways". Free trials are at <http://www.tableausoftware.com/mytrial>. Within minutes of downloading Tableau's data visualization software, you'll be seeing and understanding your data like never before.

Job ID: 750766

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Posted by



Joni Kimzey

Recruiter / HR Generalist at Tableau Software (Company HR)



Build your network to find an inside connection to Joni.

You and Joni share a group:



Business Intelligence Group member