



Title: **Marketing Specialist – Automation**

Location: Overland Park, KS

JOB SUMMARY

The Marketing Specialist - Automation role is responsible for the building, deploying and template design of emails as well as the technical delivery and implementation of our marketing automation journey program.

The Marketing Specialist candidate brings deep expertise in Salesforce Marketing Cloud, a strong understanding of customer journey strategy, and the ability to translate business goals into intelligent, data-driven automation programs. This person thrives at the intersection of creativity and technology, balancing day-to-day execution with long-term platform architecture and strategy.

JOB DUTIES

Marketing Automation Platform Management

- Own the technical configuration, integration and ongoing optimization of Salesforce Marketing Cloud, ensuring scalable infrastructure, accurate data flow and reliable campaign deployment
- Serve as the internal subject matter expert on SFMC capabilities, best practices and platform updates
- Manage platform integration with Salesforce and other tools to ensure seamless data connectivity

Customer Journey Architecture & Execution

- Build and manage multi-step email journeys and nurture flows using Journey Builder, leveraging behavioral triggers, CRM data and advanced segmentation logic
- Ensure all journeys deliver personalized, timely communications at scale
- Configure lead scoring models, lifecycle stage progression rules, and routing logic

Data Architecture, Segmentation & Targeting

- Maintain a robust data structure within SFMC to support advanced audience segmentation, targeting and dynamic content delivery
- Partner with associated Marketing Director to refine audience segments that drive campaign performance
- Ensure data hygiene, compliance and accuracy across all campaign audiences
- Manage data synchronization and field mapping between CDP / marketing platforms and CRM systems

Email Production & Campaign Execution

- Build and deploy emails within Salesforce Marketing Cloud, ensuring proper segmentation, personalization and campaign tracking are in place
- Manage campaign QA processes, including testing, rendering checks and link validation prior to deployment
- Configure dynamic content rules and personalization logic across platforms
- Coordinate with the appropriate functions to set up and manage A/B and multivariate tests for emails

Performance Measurement & Platform Governance

- Develop standardized reporting frameworks and dashboards to monitor campaign and journey performance
- Provide actionable insights and optimization recommendations based on data analysis
- Establish and enforce platform governance standards and documentation to ensure consistency and scalability

REQUIRED EXPERIENCE / QUALIFICATIONS

- Minimum 5 years of experience in email marketing and/or marketing automation
- Hands-on experience with Salesforce Marketing Cloud (Journey Builder, Email Studio, Audience Builder, Analytics Builder)
- Working knowledge of Salesforce CRM and CRM-to-SFMC data integration
- Strong understanding of segmentation strategy, data structures and dynamic content
- Experience building and managing multi-step automated journeys and drip campaigns
- Understanding of email design best practices
- Highly detail-oriented with strong project management and organizational skills
- Collaborative problem-solver who thrives in ambiguous, build-from-scratch environments and can work cross-functionally to figure out solutions as new programs take shape
- Ability to manage multiple concurrent projects in a fast-paced agency environment
- Experience with campaign performance reporting and data-driven optimization
- SFMC certification(s) preferred but not required (Email Specialist, Marketing Cloud Consultant)

PREFERRED EXPERIENCE

- Basic understanding of HTML/CSS for email
- Experience with project management platforms (ClickUp, Asana, Smartsheet, Monday, etc.)
- Experience with a CDP similar to Tealium