

United States Jobs Expertini®

Marketing Automation Manager

[Apply Now](#)

Company: Grammarly

Location: United States

Category: other-general

The opportunity

Grammarly is the world's leading AI writing assistance company trusted by over 30 million people and 70,000 professional teams every day. From instantly creating a first draft to perfecting every message, Grammarly's product offerings help people at 96% of the Fortune 500 get their point across—and get results. Grammarly has been profitable for over a decade because we've stayed true to our values and built an enterprise-grade product that's secure, reliable, and helps people do their best work—without selling their data. We're proud to be one of Inc.'s best workplaces, a Glassdoor Best Place to Work, one of TIME's 100 Most Influential Companies, and one of Fast Company's Most Innovative Companies in AI. To achieve our ambitious goals, we're looking for a B2B Marketing Automation Manager to join our Marketing Operations team supporting Demand Generation. This role will be responsible for the ongoing execution of automated B2B marketing email campaigns and nurture programs, marketing automation QA processes, campaign/program performance reporting, and triaging internal requests. The ideal candidate will champion ideas to improve the buyer journey, optimize process efficiency, and drive performance improvements. In other words, this role is critical to keeping Grammarly's Demand Generation engine running efficiently and effectively.

Your impact

As a Marketing Automation Manager, you'll have a fantastic opportunity to expand your multi-channel marketing, technology, and operations skills on a high-performing team that greatly

impacts Grammarly's business.

In the first few weeks, you'll become deeply familiar with Grammarly's product offerings, brand, and our existing B2B marketing automation flows, systems, and processes.

By month three, you'll take full ownership of campaign and program execution via Salesforce Pardot, drive regular stakeholder and vendor meetings, and partner with the analytics team to refine ongoing performance metrics and reporting.

By month six, you'll be a power user of our marketing toolset and internal analytics platform, executing several programs and campaigns at scale.

By year one, you'll have executed dozens of projects with tactics that span multiple channels (email, push, and in-product notifications) within integrated marketing programs and campaigns. You'll have helped shape Grammarly's B2B marketing automation strategy, influenced new technology investments, and contributed to product and technical requirements for systems integrations across Grammarly's B2C, B2B, and CRM marketing stack.

We're looking for someone who

Embodies our EAGER values—is ethical, adaptable, gritty, empathetic, and remarkable.

Is inspired by our MOVE principles, which are the blueprint for how things get done at Grammarly: move fast and learn faster, obsess about creating customer value, value impact over activity, and embrace healthy disagreement rooted in trust.

Is able to collaborate in person 2 weeks per quarter, traveling if necessary to the hub where the team is based.

Is an analytical thinker who synthesizes quantitative and qualitative data, balances goals as a factor for decision-making, and uses directional data to identify gaps and opportunities.

Drives momentum with urgency and has experience with 'hacking' things together/ using the MVP approach.

Has a proven ability to own tracking throughout the funnel, from campaign setup to ROI tracking and pipeline reporting.

Understands marketing fundamentals and best practices, including acquisition, product

marketing, account-based marketing, lifecycle/engagement, experiments/growth, and brand.

Can manage complex projects with multiple stakeholders and moving pieces and timelines.

Has a strong handle on testing, growth cross-functional processes, prioritization frameworks, and growth models.

Has strong experience with marketing automation tools and ABM systems such as Pardot or Marketo, 6Sense, ZoomInfo, or Demandbase.

Support for you, professionally and personally

Professional growth: We believe that autonomy and trust are key to empowering our team members to do their best, most innovative work in a way that aligns with their interests, talents, and well-being. We support professional development and advancement with training, coaching, and regular feedback.

A connected team: Grammarly builds a product that helps people connect, and we apply this mindset to our own team. Our remote-first hybrid model enables a highly collaborative culture supported by our EAGER (ethical, adaptable, gritty, empathetic, and remarkable) values. We work to foster belonging among team members in a variety of ways. This includes our employee resource groups, Grammarly Circles, which promote connection among those with shared identities, such as BIPOC and LGBTQIA+ team members, women, and parents. We also celebrate our colleagues and accomplishments with global, local, and team-specific programs.

Compensation and benefits

Grammarly offers all team members competitive pay along with a benefits package encompassing the following and more:

Excellent health care (including a wide range of medical, dental, vision, mental health, and fertility benefits)

Disability and life insurance options

401(k) and RRSP matching

Paid parental leave

Twenty days of paid time off per year, eleven days of paid holidays per year, and unlimited sick days

Home office stipends

Caregiver and pet care stipends

Wellness stipends

Admission discounts

Learning and development opportunities

Grammarly takes a market-based approach to compensation, which means base pay may vary depending on your location. Our US and Canada locations are categorized into compensation zones based on each geographic region's cost of labor index. For more information about our compensation zones and locations where we currently support employment, please refer to this page. If a location of interest is not listed, please speak with a recruiter for additional information.

Base pay may vary considerably depending on job-related knowledge, skills, and experience.

The expected salary ranges for this position are outlined below by compensation zone and may be modified in the future.

United States:Zone 1: \$123,000 – \$154,000/year (USD)Zone 2: \$111,000 – \$139,000/year (USD) Canada:Zone 1: \$92,000 – \$115,000/year (CAD)

[Apply Now](#)

Cross References and Citations:

- [1. Marketing Automation Manager Manufacturingjobsnearme Jobs United States Manufacturingjobsnearme ↗](#)
- [2. Marketing Automation Manager Universityjobsnearme Jobs United States Universityjobsnearme ↗](#)
- [3. Marketing Automation Manager Londonjobscareer Jobs United States](#)

Londonjobscareer ↗

4. Marketing Automation Manager Angularjobs Jobs United States Angularjobs ↗

5. Marketing Automation Manager HtmljobsJobs United States Htmljobs↗

6. Marketing Automation Manager SurgeonjobsJobs United States Surgeonjobs↗

7. Marketing Automation Manager Nzjobs Jobs United States Nzjobs ↗

8. Marketing Automation Manager Nightshiftjobs Jobs United States Nightshiftjobs ↗

9. Marketing Automation Manager Israeljobs Jobs United States Israeljobs ↗

**10. Marketing Automation Manager Theworkopportunity Jobs United States
Theworkopportunity ↗**

11. Marketing Automation Manager Veteranjobs Jobs United States Veteranjobs ↗

12. Marketing Automation Manager Searchukjobs Jobs United States Searchukjobs ↗

13. Marketing Automation Manager Jeddahjobs Jobs United States Jeddahjobs ↗

**14. Marketing Automation Manager OnlinecommunitycareerhubJobs United States
Onlinecommunitycareerhub↗**

**15. Marketing Automation Manager ExecutivejobsnearmeJobs United States
Executivejobsnearme↗**

16. Marketing Automation Manager Therapistjobs Jobs United States Therapistjobs ↗

17. Marketing Automation Manager Ukjobscareer Jobs United States Ukjobscareer ↗

**18. Marketing Automation Manager Techstartupjobs Jobs United States Techstartupjobs
↗**

19. Marketing automation manager Jobs United states ↗

20. AMP Version of Marketing automation manager ↗

21. Marketing automation manager United states Jobs ↗

22. Marketing automation manager JobsUnited states ↗

23. Marketing automation manager Job Search ↗

24. Marketing automation manager Search ↗

25. Marketing automation manager Find Jobs ↗

Source[https://us.expertini.com/jobs/job/marketing-automation-manager-united-states-grammarly-](https://us.expertini.com/jobs/job/marketing-automation-manager-united-states-grammarly-000c7ece56/)

[000c7ece56/](https://us.expertini.com/jobs/job/marketing-automation-manager-united-states-grammarly-000c7ece56/)

Generated on: 2024-05-02 by [Expertini.Com](https://us.expertini.com/)

