

United States Jobs Expertini®

Marketing Operations Manager

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Company: Hemlane

Location: United States

Category: other-general

Company OverviewHemlane is a fast-growing real estate tech platform with over \$12M in funding. Revolutionizing the \$52B property management industry, we provide a modern approach as an alternative to traditional management. Our solution empowers property owners to manage their rentals from anywhere in the world using our state-of-the-art software, tech-enabled operations team, and marketplace of local support.

Job OverviewWe are seeking a Marketing Operations Manager to join our dynamic team at Hemlane. This role is ideal for someone who is passionate about leveraging CRM systems to drive marketing automation. The ideal candidate will be a tech-savvy professional with a deep understanding of Hubspot in a high-growth environment.

ResponsibilitiesThe best candidates will excel at the following:
Track, analyze, and report on Business KPIs.
Develop a data-driven customer-centric CRM strategy and approach, including customer segmentation, and customer journey optimization for a global consumer base. Grow our modern property management solution through thoughtful segmentation, targeting and campaigns to our members. The ability to support and drive additional growth campaigns, such as refer-a-friend, affiliate and more. Prepare business cases, implement processes, and map workflows.
Own marketing systems, providing insights and best practices.
Establish scalable campaigns and lead management processes.
Maintain CRM data quality.
Ensure efficient operation and scalability of go-to-market systems.
Lead strategic projects and cross-functional initiatives.
Work with additional technical software such as Builder(CMS), Segment, Mode,

RequirementsThe best candidates will have the following qualifications:
5+ years of experience driving innovative customer marketing efforts, always leveraging industry best

practices Proficiency in Microsoft Excel and SQL. Customer-obsession, entrepreneurial spirit and self-starter. Ability to compile and deliver clear, concise, and reliable reporting on all activities to key stakeholders and senior management Strength in both the science and art of marketing: knowing when to lean on analytics and experimentation, and when to innovate and find a new direction Expertise in CRM / Marketing automation tools such as Hubspot, Pardot and Marketo. Highly organized with project management skills, able to simultaneously manage multiple projects, teams, and timelines without breaking a sweat. Excellent communication skills and relationship-building ability. Passion for tech innovation and being tech-savvy. Salary Starts at \$140,000 and goes up based on experience and seniority Location San Francisco or Calgary. We have offices in both cities. Open to remote. Perks A flexible environment where you can work from home or come into our office. We have nice offices in San Francisco and Calgary where you're welcome to work from as much as you like. Training and mentorship from leadership who are the top in their field Ability to work remotely if you travel Collaboration with an innovative team Great place to build a career Apple Macbook Pro About Us Hemplane is transforming residential real estate by offering a flexible and transparent property management solution. Our goal is to make real estate better for all parties involved - owners, leasing agents, managers, and tenants. Top rated by Gartner, check out our 5-star verified reviews.

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