



## **95 Percent Group LLC Position Description (Remote)**

### **About 95 Percent Group**

95 Percent Group is a leader in literacy intervention instruction, whole class curricula, and professional development for pre-K through grade 8 across the U.S. The company's comprehensive educational consulting, professional development, diagnostic assessments, and instructional materials help schools deliver intervention and core instruction that consistently and significantly increase reading achievement.

95 Percent Group has a fully engaged and highly committed leadership team who cares deeply about our mission to support the reading needs of all children. We've hired the best from inside and outside the industry. This is a tremendous opportunity to join a company positioned for continued significant growth. An added plus is knowing that what you're doing every day is making a real difference in children's lives. Come work with a group of smart, fun, passionate professionals who value creativity, innovation, and making an impact.

### **Position Summary**

The Marketing Operations Specialist is an exciting new position to support our growing sales and marketing activity and investment. In this role, you will be responsible for managing our marketing databases and technology to ensure the effective execution and delivery of campaigns across multiple channels that are designed to both drive demand and marketing qualified leads, and nurture leads down the funnel to conversion. Additionally, you will be accountable for tracking all marketing analytics and measuring campaign results. In this role, you will partner closely with the marketing team and the sales organization to help create highly targeted campaigns to audiences that you will segment in our databases, and you will track the effectiveness of those campaigns with a "test and learn" approach for continual optimization and improvement. A successful Marketing Operations Specialist will be a naturally curious problem solver with a data-driven sales mindset. This is a special opportunity to get in early on an expanding marketing team in a high-growth environment where you will have a direct impact on the success of the company. This role reports to the Director of Growth Marketing and can work remotely from anywhere in the US.

### **Essential Responsibilities**

- Execute campaigns to both drive new marketing qualified leads into our funnel and market those leads down the funnel to conversion
- Establish processes to track paid and organic marketing activity from the point of engagement into our marketing ecosystem (website, events, socially channels, etc.) and into our database
- Develop KPIs for each marketing channel (such as web traffic, marketing qualified leads, lead to conversion rates and timelines, email open and clickthrough rates, ROI, etc.)
- Improve upon our current lead scoring model to be sure we are prioritizing the highest qualified leads for our sales team

- In partnership with Sales, develop quarterly campaign calendars to support sales goals, and build nurture email campaigns with highly targeted messages to segmented audiences
- Manage marketing automation tools (HubSpot and iContact), and the marketing functions of our CRM (Salesforce)
- Create a monthly dashboard to report on all marketing activity and results
- Help manage outside marketing resources including a digital marketing agency
- Provide additional marketing support as needed

**Skills and Qualifications**

- 2+ years of marketing operations experience, preferably in a high-growth B2B environment
- Proficient in marketing automation software (HubSpot preferred) with experience building and optimizing robust email nurture campaigns
- Comfortable using Salesforce
- Experience with a B2B marketing funnel with a solid understanding of tactics used to work leads down the funnel and track lead activity
- Experience establishing KPIs and building reports to track marketing activity and effectiveness
- Proficient in Google Analytics and Google Tag Manager
- Naturally curious and analytical, a problem-solver with a data-driven mindset, focused on results and constantly improving
- Comfortable presenting and advocating for new ideas, a self-starter who takes initiative and ownership, highly accountable, looking to learn and grow
- Excellent verbal and written communication skills with strong attention to detail including proofreading, and a communication style that exhibits the company’s mission and values
- Commitment to improving literacy and student reading achievement
- Bachelor’s degree

**Physical Requirements/Work Environment:**

- The use of standard office equipment/computers and some light physical work required
- This position is remote from your home office
- Occasional travel as needed

To apply, send your resume to: [job.mkt@95percentgroup.com](mailto:job.mkt@95percentgroup.com).

95 Percent Group, LLC is an equal opportunity employer and will consider all applications without regards to race, sex, age, color, religion, national origin, veteran status disability, sexual orientation, gender identity, genetic information or any characteristic protected by law.