



Digital Campaign Manager

The Life Sciences division of Filtration Group, which includes the Porex, Multisorb, Buffalo Filter, FG Clean Wipes, and AG Industries business units, seeks an experienced B2B digital campaign strategist and executor who is creative, collaborative, and passionate for digital demand marketing. This position will be a critical member of the global Marketing Communications team and will work closely with sales and marketing stakeholders.

This highly motivated candidate will have experience in developing integrated inbound and outbound B2B campaigns across multiple industries that attract new and existing customers and nurture their progress through the pipeline to deliver qualified leads to sales. This role will specialize in developing and implementing holistic integrated marketing campaigns and programs across all relevant digital channels (social, paid media, content syndication, email marketing, nurturing, etc.) that align with segment lead generation priorities.

Job Functions include but are not limited to:

- Develop and deliver breakthrough ideas and innovative digital campaigns that attract new buyers through digital marketing
- Manage the overall creation and execution of campaigns on budget, on time and on target
- Hands-on execution experience with Marketo or similar marketing automation system and with integrating Marketo with customer relationship management (CRM) tools like Salesforce.com (SFDC) and other technologies
- Set and achieve priorities in implementation and development of campaigns that support segment marketing strategy and lead generation priorities, leveraging the right mix of digital demand generation tactics
- Develop, activate and optimize digital lead scoring strategy to drive engagement and lead generation. Create multi-faceted lead nurturing programs that improve conversion
- Develop and execute inbound demand generation tactics as determined by the integrated campaign plan for each segment, including working closely with the publications on execution and optimization
- Work closely with Strategic Marketing to develop content for campaigns
- Engage with Sales and Business Development to measure the effectiveness of lead conversion to MQLs, and work closely with Sales Effectiveness to increase conversion rates throughout funnel
- Communicate effectively on a regularly scheduled cadence to ensure stakeholder alignment
- Track, measure and report on the global campaign performance against agreed-upon metrics, analyze gaps and develop action plans to course-correct as the campaign execution unfolds
- Work closely with regional marketing managers to localize campaigns to relevant geographic markets as defined by segment marketing strategy

Education:

- Bachelor's degree in marketing, communications or related field

Experience:

- 5+ years in B2B digital marketing and campaign management
- Expert skill level in Marketo or similar marketing automation system
- Highly proficient in Microsoft Office (Word, Excel, Powerpoint, Outlook)
- Proficient in Salesforce.com or similar CRM system

Other skills and abilities:

- Experience in creating and executing strategies to drive demand through digital channels as well as managing lead funnel stages
- Understanding of marketing metrics and funnel analytics to optimize existing campaigns as well as advise team on best strategies to drive demand
- A natural digital marketer who understands what it takes to engage clients through multiple channels
- Expertise in planning, executing and measuring demand generation campaigns
- Expertise with Google Adwords
- Detail-oriented, self-directed team player with a positive attitude
- Demonstrated expertise in database marketing and segmentation for email marketing and a deep understanding of database health and how to nurture responders and leads
- Demonstrated solid listening, information gathering, and empathy skills for uncovering and defining deliverables, needs, and outcomes
- Ability to manage multiple projects at the same time in a fast-paced environment, across different time zones
- Experience with Account-Based Marketing (ABM) preferred

To apply for this position, submit your resume online: [Digital Campaign Manager](#)

As a part of the Filtration Group, Porex is the established global leader in one-of-a-kind solutions for the healthcare, consumer, and industrial markets. Our products make life better for people around the world every day. To learn more, visit us at www.porex.com.

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