

Marketing Operations Manager

Marketing Operations Manager is responsible for supporting the strategy and development of the Bank's outreach programs, initiatives and new projects. The role develops and manages the growing marketing infrastructure including CRM platforms and optimizes marketing efforts. The candidate collaborates with internal key stakeholders and works cross functionally on data flow, strategy and other deliverables.

Principal Accountabilities

- Lead marketing CRM platform and serve as the owner of all data cleanliness, system maintenance and workflow optimization/improvements.
- Cleanse, enrich and upload prospect and customer lists
- Identify and drive efforts to integrate marketing tools, marketing automation software, customer relationship management systems, customer data platforms, etc.
- Design and maintain reporting dashboards through business intelligence tooling that attributes marketing team efforts, and present findings, results, and iterations to senior management on a weekly basis
- Lead any new bank projects related to marketing and work across departments for collaboration, development and execution
- Evaluate Marketing performance/impact and make data-driven recommendations for how to adjust our approach to reach our ambitious goals.
- Embed yourself within the Marketing organization as a catalyst to drive maximum impact of the demand generation, brand, & content teams
- Conduct market research to support content development and marketing initiatives

About You:

- Bachelor's degree, preferably in marketing or business major
- Ability to work in an ambiguous, fast-changing environment.
- Remarkable written and verbal communication skills, including being able to convey complex topics with simplicity
- Strong project manager skill
- A startup mentality with a bias to action and the ability to flex in a fast-paced environment
- Superb organization and project management skills and the capacity to manage multiple complex projects at once
- Experience with analytical problem-solving, quantitative analysis, and communicating findings to executive management a plus
- Experience with marketing automation software a plus.
- Experience with Salesforce CRM software helpful.

The hiring range for this position is \$100,000 to \$120,000 per year. The base pay actually offered will take into account internal equity and also may vary depending on the candidate's job-related knowledge, skills, and experience, among other factors. A bonus and/or incentives may be provided as part of the compensation package, in addition to the full range of medical, dental, vision, 401k and other benefits.

Piermont Bank is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We do not discriminate based upon race, religion, color, national origin, political affiliation, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability or other applicable legally protected characteristics.