



Ergotron – About the company

Ergotron, Inc. is a global company focused on designing and manufacturing kinetic work environments, so people can thrive as they work, learn and care for others. The way we interact with technology, collaborate with others and pursue our individual potential is changing. Ergotron supports this evolution with innovative solutions that eliminate constraint through movement in healthcare, education and general workspace environments.

The company has a 40-year history of innovation with more than 200 patents and a growing portfolio of award-winning brands. Ergotron is headquartered in Saint Paul, Minnesota, with a global sales and marketing presence in North America, Europe and Asia Pacific. All products are designed in the United States and manufactured in Ergotron's factory in China. Products include digital display mounting solutions, computer carts and charging solutions. For our EMEA headoffice in Amersfoort, the Netherlands, we are currently looking for an:

Demand Generation Marketer (Amersfoort)

Ergotron offers a challenging position in an international organization with growth ambitions. A company with top quality products, contributing to a productive and healthy workplace. Ergotron is a company with high ethical standards and passionate, supportive colleagues. A company that stimulates personal development where you will find the flexibility and healthy work-life balance you crave. We offer competitive compensation and benefits in a supportive business environment that is built around a promise: To move you – physically, emotionally and intellectually.

The position

In this position you will execute globally-consistent best practices for email communications, nurture programs building and enable efficient marketing communication processes. In this role you will also maintain contact and lead data accuracy, provide dashboard and campaign reporting, trending and analysis to measure marketing program ROI, lead funnel and marketing pipeline contribution. You are part of the EMEA Marketing team.

Responsibilities

- Rally cross-functional departments and remote teams in eMarketing systems and technologies by using project management skills;
- Understand all aspects of the marketing automation program, including building the programs and updating streams, developing content and measurement to ensure seamless roll out and ongoing maintenance of global marketing technology projects through the marketing automation platform;
- Demonstrate proficiency with database operations, data integrity, data modeling and segmentation to ensure accuracy, proper list usage and timing and create new audience lists based on previous behavior/engagement with marketing campaigns and content.
- Identify and implement processes and efficiencies to optimize and ensure a connected customer experience by working closely with Marketing Managers.
- Keep abreast of new developments and show passion for digital marketing and about the customer experience and driving customer success;
- Maintain up-to-date knowledge on latest global email legislative laws.
- Coordinate with other teams focused on brand and digital strategy in order to ensure consistency in messaging across all potential functions and points along the customer journey.
- Provide EMEA reporting from marketing automation system, according to the defined metrics and analyses of ROI results. Advice to extend, amend or stop eMarketing activities based on results, and recommend corrective actions and improvements when necessary. Measure campaigns for the Ergotron brand in the different markets.
- Additional duties as assigned.
- Support "Lean Business Enterprise" initiatives for continuous process improvement and waste elimination.

Position Requirements

- Bachelor's degree in Marketing and Communications.
- 2+ years of experience using a platform like Marketo, Pardot, Hubspot or Eloqua marketing automation software: lead nurturing, reporting, maintenance, and understanding of best-practices (Pardot preferred).
- Proficient in English and French or Dutch language.
- Minimum 1+ years experience in Marketing Automation, Lead Generation, Reporting and Analysis, and related roles; hands on experience with Pardot or other marketing automation platforms.
- Ability to work in a matrix environment partnering with multiple functions and geographies is essential to success in this position.
- Advanced user/administrator experience within Marketing Automation and CRM platforms preferred.
- Experience in optimizing landing pages and nurture programs.
- Working knowledge of HTML, CSS, and JavaScript development and constraints a plus.
- Experience working with Google Analytics.
- Excellent communication and writing skills, comfortable writing to multiple audience types and markets; office or healthcare market experience a plus. Passionate about customer insights and how the data impacts the customer journey and experience.
- Strong analytical, critical thinking, logical reasoning and data analysis skills a must.
- Results focused, with ability to manage multiple global projects and competing priorities while meeting deadlines.
- Creative and strategic thinker, able to give input and assist in all aspects of marketing automation technology, strategy and tactics.
- Proactive technical problem solving skills including problem diagnosis, troubleshooting and resolution.
- Familiarity with Enterprise software and project implementation life cycles.
- Ability to thrive in a fast-paced corporate environment and ambiguous situations, multi-task, and successfully shift priorities when required.

Interested?

If you want to make a difference and join an exciting company with growth ambitions and an international team then we would like to hear from you! Please send your CV and motivation in English to hr.emea@ergotron.com.
