



Ergotron – About the company

Ergotron, Inc. is a global leader in designing ergonomic solutions that connect people and technology to enhance human performance, health and happiness. Using the Technology of Movement™, Ergotron builds products and custom solutions that help people feel a new sense of energy in healthcare, industrial and office settings, both at home and on-site. Through its 40-year history, Ergotron has led the industry with innovative professional-grade products and customer-focused service. The company has earned more than 200 patents and established a growing portfolio of award-winning brands including WorkFit® and CareFit™ and patented Constance Force™ and LifeKinnex™ technologies. Ergotron is headquartered in Saint Paul, Minnesota, with a presence in North America, EMEA and Asia Pacific. To help execute on an grow marketing automation across Ergotron's EMEA B2B and D2C operations, we are currently looking for a:

Marketing Automation Specialist (hybrid) – Dutch or French speaking (Amersfoort – the Netherlands)

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 role, you will work with the Manager, Marketing EMEA as well as with the Sr. Marketing Automation Specialist and the Sr. Email Marketing Specialist to execute globally-consistent best practices for email communications, to nurture program building and to enable efficient marketing automation processes. You will maintain contact and lead data accuracy through KPI analysis and provide program reporting to measure ROI, lead funnel, and marketing pipeline attribution.

Responsibilities

- Execute all aspects of marketing automation programs, including building the programs and nurture streams, measurement and on-going maintenance of global marketing technology projects through the marketing automation platform.
- On-going administration of lead management processes to ensure quality of MQLs and segmentations across global business units.
- Manage data governance throughout marketing automation and CRM systems to safeguard quality and accuracy of demand generation programs and results.
- Demonstrate project management skills, including rallying cross-functional departments and remote teams in eMarketing systems and technologies.
- Demonstrate proficiency with database operations, data integrity, and segmentation to ensure accuracy, proper data usage and management.
- Work cross-functionally with Global Marketing team to identify and implement efficiencies, and to optimize and ensure a connected customer experience.
- Offer strategic input and assist in execution of all aspects of marketing automation technology, strategy and tactics.
- Provide proactive technical problem-solving skills including problem diagnosis, troubleshooting and resolution.
- Work closely with internal resources to best understand business needs and be able to successfully execute programs to support those needs.
- Demonstrate a passion for digital marketing and the customer experience and driving customer success; continually keep abreast of new developments.
- Develop global reporting from marketing automation and CRM systems and provide analysis of KPI results.
- Maintain marketing dashboards, lead scoring systems, and goal and conversion reports and clearly communicate campaign performance.
- Ensure data integrity and accuracy of contact databases.
- Additional duties as requested.

Position Requirements

- Bachelor's degree in Marketing and Communications.
- Minimum of 3 years hands-on experience using a marketing automation platform such as Marketo, Pardot, Hubspot or Eloqua. Pardot preferred.
- Minimum of 3 years of Marketing Automation software to CRM integration experience, Salesforce preferred.
- Strong database administration knowledge and able to demonstrate excellence in CRM and Marketing Automation execution and Management.
- French or Dutch fluent speaker with excellent business English skills (written and spoken), any additional EMEA language will be a strong plus.
- Ability to work in a matrix environment partnering with multiple functions and geographies is essential to success in this position.
- Ability to manage multiple global projects and competing priorities while meeting deadlines.
- Strategic thinker, able to give input and assist in all aspects of marketing automation technology, strategy and tactics.
- Strong analytical and creative problem-solving skills.
- Dynamic and energetic with experience in measuring results-oriented marketing programs.
- Proficiency with Microsoft Office.
- Must be able to perform the physical requirements of the job as described to you for the position.

Our offer

- At Ergotron, we are committed to moving you forward with leading benefits and reward programs. Beyond a fast-paced, innovative work environment, we offer a comprehensive and competitive pay and benefits package, including but not limited to a pension plan, tuition reimbursement, travel allowance or a NS business card, bonus program, 8% holiday allowance, fisc free and the ability to work from home.
- We work hard and we recharge. With five weeks of Paid Time Off (PTO) and eleven paid holidays our employees have ample time throughout the year to spend with family and friends, traveling or relaxing.
- Both our newest and our most tenured employees are formally recognized. Our career milestones program ensures that our new team members feel welcome and rewards employees at five years, ten years, fifteen years and beyond.
- An informal and multicultural working environment.

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.
