

Office DEPOT®

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Sr. Manager, Marketing Operations - B2B (Remote)

Overview

The Senior Manager, Marketing Operations is responsible for leveraging data, analytics, infrastructure, best practices, and business processes to support and execute the B2B Marketing strategies. This position manages the data and tactical delivery of B2B Marketing campaigns through Marketing Automation leveraging Email, Digital (Social, Search, Display) and Print channels to increase product demand, grow traffic and enhance sales.

The individual will lead business requirements, as well as partner with P&T teams to maintain, optimize, and integrate a set of marketing tech stacks, including Marketo and other Marketing Automation solutions. Job functions include defining success metrics, analyzing data for opportunities, pulling lists for email and direct mail campaigns, performance reporting, forecasting and modeling.

Additionally, the individual is expected to partner across the organization and engage with multiple teams including Sales Ops, P&T and marketing Channel teams. They will engage with P&T and external partners/consultants to implement new technology and engage in ongoing support on various tools and technical aspects of the marketing function. The role will have direct report(s) and will be responsible for coaching and development of those who report into the individual.

Primary Responsibilities:

- Partner with Marketing Channel owner(s) and based on preset criteria build audience lists and identify customer segments to be targeted for campaigns
- Implement improvements, propose methods to acquire & retain customers and participate in growth campaigns.
- Analyze purchase and communication history of customers and develop goals that drive sales growth and improve customer retention.
- Leverage analytical rigor including modelling and A/B testing to measure performance of marketing campaigns and provide actionable recommendations to marketing channel owners.
- Develop new and recurring reports that present actionable insights to drive profitable incremental sales and improve the customer experience.
- Marketing Automation, Campaign Journey, Campaign Management – manage production campaign schedules, lists and journeys, ensure data integrity, ensure on schedule delivery of campaigns; manage ad hoc requests.
- Roll out Marketing Technology tools for the organization and continuous support is required.
- Technical Product Owner for marketing Tech Stack of Tools & Processes – develop business requirements, set priorities, refine requirements, conduct user acceptance testing and implement fixes and enhancements in production.
- Lead and guide technical conversations between external partners and internal marketing channel/program owners
- People Management - responsible for the supervision, development, and mentorship of direct reports. Assign work activities, set quarterly goals, and conduct performance reviews.

Education and Experience:

- Bachelors degree in Marketing, Database Marketing, Technology, MIS or related experience
- Minimum 7-10 years' experience in a related field
- Marketing operations support and program execution
- B2B database marketing experience (e-mail, catalog, CRM provisioning first party data)
- Marketing Automation, CRM & Cloud data warehouse (Adobe, Marketo, Salesforce, Snowflake and SQL)
- PMP (Project management professional) or Agile certifications a plus
- Strong written and verbal communication skills across business and technical audiences
- Technical marketing skills
- Experience with relevant software applications.
- Proficient in a campaign management tools such as SFMC (salesforce Marketing Cloud), Marketing Automation tools such as Adobe, Marketo or Salesforce
- Proficient in MS Office products including Excel, Word, Power Point
- Ability to interface with business users and technical users to translate user requirements into data requirements is essential
- Experience in data warehousing (Snowflake)
- Strategic thinking
- Experience leading marketing campaigns
- Strong understanding data analytics
- Relevant product and industry knowledge
- Ability to lead/manage cross-functional teams
- Strong facilitation and communication skills
- Strong attention to detail
- Strong written and presentation skills
- Ability to supervise a team of direct reports
- Strong organization and planning skills with proven ability to multi-task; ability to analyze and solve problems
- MS office products
- SQL coding preferred
- Snowflake Datawarehouse a plus
- Tableau experience a plus
- Agile methodology a plus
- Demonstrated ability to organize workload, multitask, think analytically, solve technical problems, and establish relationships across business and IT team members.
- Must be a self-starter showing a high level of initiative. Positive "can-do" attitude.
- Ability to work well in a team environment sharing ideas, workflow, technologies, and processes.

About The ODP Corporation: The ODP Corporation (NASDAQ:ODP) is a leading provider of products and services through an integrated business-to-business (B2B) distribution platform and omnichannel presence, which includes world-class supply chain and distribution operations, dedicated sales professionals, a B2B digital procurement solution, online presence, and a

network of Office Depot and OfficeMax retail stores. Through its operating companies Office Depot, LLC; ODP Business Solutions, LLC; Veyer, LLC; and Varis, LLC, The ODP Corporation empowers every business, professional, and consumer to achieve more every day.

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by associates assigned to this classification and are not intended to be a complete list of all responsibilities, duties and skills required of associates so classified. Other duties may be assigned.

Pay, Benefits & Work Schedule: The company offers competitive salaries, a benefits package, which includes a 401(k) and more, along with plenty of opportunity to move and grow within our organization! For immediate consideration for this exciting position, please click the Apply Now button.

Equal Employment Opportunity: The company is committed to providing equal employment opportunities in all employment practices. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, citizenship status, marital status, age, disability, protected veteran status, sexual orientation or any other characteristic protected by law.

We will consider for employment qualified applicants with arrest and conviction records City & County of San Francisco Fair Chance Ordinance.