

Marketing Campaign Manager

Ledger Bennett San Francisco Bay Area (Remote)

At Ledger Bennett, continuous discovery is our guiding principle. We know the world belongs to the independent thinkers, the ones who see things from a unique perspective and those who have the courage to bring their vision to life. Our team constantly looks for opportunities to change the status quo and uses its collective strengths to create, then deliver, innovative solutions that allow everyone to achieve greater success. We are seeking a talented Marketing Campaign Manager to join our team.

As our Marketing Campaign Manager, you'll be trusted with:

- Global content and demand generation campaigns (Email, paid media, and landing pages)
- Manage campaigns from asset submission through, landing page development and email proofing to launch - email campaigns
- Manage campaigns from asset submission, development, and ad proofing to launch – paid media campaigns
- Manage landing page creation (as required) in partnership with client Operations teams, providing assets, design guidance, and proofing before launch
- Proactively identify, raise and resolve project issues so campaigns run in a predictable, well-executed fashion
- Track the basic performance of campaigns (e.g. email performance, webinar attendance) and identify opportunities for improvement and report performance to the team once a week.
- Applying expertise and learnings to ensure emails, paid media and landing pages follow best practices
- Update campaign URLs: client commerce platform is being migrated to a new system and URLs are changing.
- Perform audit of client microsite pages globally, and assist in updating landing page URLs where necessary.
- Support Wrike and JIRA management related to projects
- Update product SKU names; perform an audit of client microsite pages globally, and assist in updating the SKU names where necessary.
- Launch 5 new tentpole campaigns across digital channels.
- Support asset development, Wrike ticket management, and QAing of all 5 new launches.

- Creation of SEO landing pages: Translate top-performing PDF content into new SEO web landing pages.
- Partner with Web Ops to develop wireframe, copy optimizations from pdf to web, creative, and proofing.
- Creative localization: Launch new localized assets across digital channels.
- Support asset localization for 7 languages and Wrike and JIRA management

You're an excellent fit for this role if you:

- Have experience providing quality results while managing marketing campaigns
- Build trust-based relationships
- Proactively seek out opportunities to help your team
- Are comfortable working in a sometimes ambiguous environment

What you can expect from Ledger Bennett

When you join Ledger Bennett, you gain access to some of the best perks in the business, not to mention working with some of the most authentic and innovative people. We've built out our benefits plan with them, and you in mind, so you can keep on doing what you do best, knowing that we've got you covered.

Benefits at Ledger Bennett Include:

- Medical/Dental/Vision Coverage (100% premiums paid for employee + 50% premiums paid for dependent)
- Life Insurance with 100% Paid Employee Premiums
- Unlimited PTO!
- 401 (k) with Employer Contribution
- International Travel Benefits (We host an annual holiday party in London!)
- Free and confidential access to our award-winning Employee Assistance Program (EAP)
- An innovative approach to employee development through our People Framework
- Corporate Social Responsibility (CSR) activities (In 2021, we are partnering with Mental Health non-profits to support their goals; involving our team in mental health workshops, wellness Wednesdays, and more)

- Create your own WorkStyle: As long as it works for your clients, your manager, and you, we trust you to make the call on where, when, and how you work!
- Choose your own IT home office equipment
- Employee Referral Bonus (\$675 per role)
- Wellness perks including 24/7 TeleDoc, Discounted access to hundreds of gyms w/ company-paid joining fees, complimentary counseling services, and more!

Ledger Bennett is an equal opportunity employer with diversity and engagement being the core of our beliefs.