

Caplugs Position Description

Title: Marketing Technology Manager
Reports To: Melody Napierala

Department: Marketing
FLSA Status: Exempt

POSITION SUMMARY:

The Marketing Technology Manager will be responsible for operating all marketing technology products as an administrator. They will ensure that all martech stack products integrate with each other and will be responsible for all performance analytics. Review, research and recommendations for new and replacement technology products will be a key responsibility, as will the training of the marcom team on all platforms/utilities.

This role will oversee Caplugs ecommerce environment which includes 5 ecommerce web sites. This role will lead ecommerce evolution/recommendations through deep analysis of site analytics and behaviors. Reporting to the Director of Global Brand & Marketing Communications and supported by the ecommerce team which includes a Digital Content Manager and Marketing Communications Manager for content and creative, the Marketing Technology Manager will be a key contributor working to ensure a best-in-class experience for all Caplugs prospects and customers driving aggressive ecommerce goals and leading the industry with an innovative and seamless online experience.

Responsibilities Include

This role will be expected to manage all ecommerce and martech utilities and systems, as well as work hands-on in a tactical capacity. The ideal candidate will have strong technical strength across martech platforms and their interactivity, while being adaptive to lead strategic efforts as well as execution of tactics.

- Serve as owner/admin for the company's PIM/DAM software, marketing automation software and punchout catalog tools with the support of the Marcom Manager and Digital Content Manager
- Support distributor data/asset requirements for their ecommerce platforms
- Experience interacting with CRM's to ensure integration/full functionality with martech tools.
- Leader of ecommerce team sharing responsible for the company's ecommerce growth goals.
- Monitor, analyze and report on all ecommerce and martech stack analytics with recommendations for efficiency, growth, future evolution.
- Make recommendations to further the company's efforts to automated, personalized customer nurture, segmentation and prospecting efforts.
- Using current and historical data, make recommendations and articulate business requirements to optimize the company's martech stack to optimize all ecommerce platform growth.
- Candidate will be expected to learn and be well versed in the product offering, target markets and customer behaviors.

REQUIREMENTS

- Responsible for complying with the company's Environmental Policy Manual, applicable work instructions and reporting any environmental nonconformance and/or potential nonconformance to supervision or management.
- Willingness to travel 2 to 4 times each year.
- This position is an on-site role in the Buffalo, NY headquarters office of Caplugs.

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QUALIFICATIONS /EDUCATION/EXPERIENCE:

- Project management skills and experience working with outside vendors/agencies a plus
- Highly proficient in advanced Google Analytics
- Experience with a range of martech utilities
- CRM & Marketing Automation software experience a plus
- Strong interpersonal, written, verbal and some presentation skills.
- Strong teamwork skills
- Proficient in MS Suite including: Outlook, Word, Excel, and PowerPoint on Windows-based systems. Excellent excel skills preferred.
- MBA Preferred
- BS in Marketing or related subject
- Experience in B2B and B2C environment preferred
- Experience in managing direct reports preferred

CERTIFICATES, LICENSES, REGISTRATIONS:

None required.

OTHER SKILLS AND ABILITIES:

None required.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Desk/computer work for full workdays. Sitting 8 hours/day.

TO APPLY:

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