

Campaign Manager

Ledger Bennett Denver, CO - United States (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 Campaign Manager to join our team.

As our Campaign Manager, you'll be trusted to:

- Ensure emails are correctly entered into the email platform, targeting the right audience, and are QA'ed effectively before deploying to customers
- You will be key to delivering ongoing mid lifecycle email campaigns through the entire On-boarding, Retention & Nurture customer journey
- Draft weekly/monthly performance reports that can be sent to leadership to ensure target benchmarks are being met and flag opportunities for optimization/improvement
- Act as a central liaison between marketing and success teams to ensure proper communications, change management, regular updates, and feedback are being funneled across both teams
- Own the ongoing project management, process creation, progress reports, evolution/roadmap, stakeholder management, and transition of email plays in the platform
- Provide recommendations on copy & content updates, gaps, and areas of improvement based on email metrics, overall customer engagement, and team feedback / best practices
- Own the operational day-to-day of the Email Program, including processes, raising dashboard issues and opportunities with correct teams, operational updates to the process and documentation, and partnership with peer(s) to ensure all emails are successfully sent each week

Essential Skills:

- Strong organizational skills with keen attention to detail
- Minimum 2 years of email marketing experience
- Proven program management skills in previous roles
- Excellent communication, copywriting, and problem-solving skills
- Ability to quickly learn on the job and pick up new tools like email platforms
- Experience with major email marketing service providers (Mailchimp, Hubspot, etc)
- Knowledge of MS Office (Outlook, Excel, Word, and PowerPoint)
- Ability to build authentic business relationships and effectively deal with relational challenges as they come up

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!
- 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.