MARKETING COMMUNICATIONS SPECIALIST

**Marketing**

**US - Cambridge, MA (Global HQ)**

**The Position:**  
As a key member of Pega’s Marketing Operations team, the Senior Marketing Automation Specialist supports a highly accountable and optimized marketing operation.  You will lead the implementation and day-to-day execution of digital marketing programs using Pega’s advanced marketing platform, with an emphasis on the email channel.  The person in this role will be an email marketing expert and help to ensure that key campaigns and offers are deployed on time to the appropriate audiences.

**In this role, you will:**

* Coordinate the day-to-day execution of email marketing programs
* Share email marketing knowledge and expertise with junior team members
* Set up, deploy, and monitor email campaigns to support strategic marketing programs
* Edit and upload carefully constructed HTML emails with adherence to best practices
* Setup, monitor, and report on a/b tests to optimize marketing emails
* Troubleshoot technical issues related to HTML, list segmentation and email execution
* Maintain campaigns, content, and offer details in an organized and consistent manner using Pega’s advanced marketing platform
* Provide regular feedback to Product Teams to assist with enhancements and bug fixes
* Participate in the testing of new marketing applications

**Pega Offers:**

* A rapidly growing yet well-established business
* The world’s most innovative organizations as reference-able clients
* Analyst acclaimed technology leadership in a massive emerging market
* A marketing organization in the midst of digital transformation

**The Person:**  
You are comfortable using marketing technology and have hands-on experience with marketing automation or email marketing tools.  You are professional, articulate, and service-oriented.  You pay close attention to quality and deadlines, ensuring that work is completed correctly and on time.  You want to lead junior team members, helping them grow professionally and technically.  
   
**Qualifications will include:**

* Bachelor’s degree in marketing, business, statistics or similar discipline
* 3+ years’ experience in an email marketing role
* Strong organizational skills and demonstrated ability to produce quality work in a timely manner
* Experience with marketing automation platforms or email marketing tools
* Intermediate HTML skills
* Demonstrated professionalism and strong attention to detail

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**About Pegasystems:**  
Pegasystems develops strategic applications for sales, marketing, service and operations. Pega's applications streamline critical business operations, connect enterprises to their customers seamlessly in real-time across channels, and adapt to meet rapidly changing requirements. Pega's Global 500 customers include the world's largest and most sophisticated enterprises. Pega's applications, available on-premises or in the cloud, are built on its unified Pega 7 platform, which uses visual tools to easily extend and change applications to meet clients' strategic business needs. Pega's clients report that Pega gives them the fastest time to value, extremely rapid deployment, efficient re-use and global scale. For information about benefits and culture, [click here](https://www.pega.com/about/careers/benefits-and-culture).