



# EAGLE

## Marketing Operations Coordinator

**About Us:** With over 30 years of experience, Eagle Industries is a leader in jobsite protection solutions. Eagle is committed to ensuring the safety and productivity of customers across diverse jobsites by supplying top-quality products and solutions. We are on a mission to maintain the highest standards of site safety through our extensive range of offerings.

**The Role:** The Marketing Operations Manager will play a critical role in optimizing and executing digital marketing initiatives, managing marketing technology platforms, and ensuring seamless marketing operations. This role works closely with the Marketing Content Coordinator, Graphic Designer, and Chief Marketing Officer (CMO) to drive efficient marketing execution.

The ideal candidate is a strategic thinker with strong analytical skills, technical expertise in marketing automation and CRM systems, and experience managing digital marketing operations. This position reports to the CMO.

### Job Responsibilities:

#### Marketing Technology & CRM Management

- Manage and optimize CRM systems, marketing automation tools, and integrations to support lead generation and sales alignment.
- Oversee website updates, SEO strategy, lead capture forms, and A/B testing to improve engagement and conversion rates.
- Track and analyze key performance metrics using dashboards, Google Analytics, and digital tracking tools.

#### Email Marketing & Campaign Execution

- Develop and execute email marketing campaigns, including automation sequences and promotional outreach.
- Optimize email deliverability, engagement, and segmentation to drive conversions.
- Collaborate with content and design teams to create compelling email templates and messaging.

#### Project & Process Management

- Establish and streamline marketing workflows, campaign execution processes, and reporting structures for efficiency.
- Coordinate marketing initiatives across teams, ensuring timelines and deliverables are met.
- Manage vendor relationships, marketing budgets, and procurement processes to support operational needs.

### Job Requirements:

- Bachelor's or Associate's degree in Marketing, Business, Communications, or related field.
- 3+ years of experience in marketing operations, digital marketing, or CRM management.



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- Strong experience with CRM platforms (HubSpot, Salesforce, or similar).
- Proficiency in marketing automation tools, email marketing platforms, and website CMS.
- Knowledge of Google Analytics, SEO best practices, and performance tracking tools.
- Strong project management and process improvement skills.
- Ability to analyze data and provide actionable insights to optimize marketing performance.

### **Bonus Skills (Nice to Have):**

- Experience with paid advertising campaigns (Google Ads, LinkedIn Ads, etc.).
- Understanding of sales enablement and lead generation strategies.

### **Why Join Us?**

At Eagle Industries, we offer:

- ✓ A collaborative and fast-paced environment where your contributions make an impact.
- ✓ Opportunities for growth and professional development in growing B2B/B2C industries.
- ✓ Competitive salary and benefits package.

As an equal opportunity employer, we consider applicants for all positions without regard to race color, religion, creed, gender, national origin, age, disability, marital or veteran status, or any other legally protected status.