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## Marketing Campaign Specialist

LiveOps, Inc. is the leader in scalable virtual contact center customer service solutions. Our clients are nationally-recognized companies who are looking for the advantages of a virtual agent workforce with the passion and skills to dazzle and delight their customers each and every time. Our award winning work-at-home call center model offers our clients quality built on scale required to exceed expectations with every customer experience. By joining LiveOps, you'll work with the most dynamic team in the call center industry. LiveOps is headquartered in Scottsdale, Arizona.

In this position, you will be part of a dynamic marketing team driven to position LiveOps as a leader in the marketplace. By creating, launching and managing successful marketing campaigns and programs you will contribute to the business development process at LiveOps. You will have access to world-class integrated marketing automation tools and support the consistency and unique positioning of the LiveOps brand. You will work in concert with the marketing team and sales professionals to generate campaign concepts to develop the funnel of marketing qualified leads and grow the pipeline of business prospects for the company.

### Responsibilities:

- Plans, designs, creates, executes and measures performance for outbound and inbound digital and off-line demand generation campaigns.
- Uses marketing automation tool to set up and track campaigns.
- Makes updates to the web through the content management systems.
- Develops and executes PPC campaigns.
- Plans and coordinates speaking engagements, tradeshow, webinars and other events as needed.
- Produces KPI reporting for areas of responsibility.
- Oversees Inventory and fulfillment of promotional items.

### Requirements:

- Excellent project management skills
- Demonstrated demand generation experience and creative approach
- Experienced working in a creative environment with strong collaboration and teamwork skills
- Ability to translate goals and objectives into strategies, plans and tactics
- Experience and confidence in presenting campaigns or programs to all levels
- Strong analytical, communication and time management skills
- Working knowledge of content management and digital marketing systems, and SEO basics
- Ability to meet hard deadlines and remain on-budget
- Professional and positive approach
- Proficient in MS Office
- Adobe Desktop publishing and WordPress experience a plus
- 3-5 years of experience in a similar role
- Bachelor's degree in marketing or related field

Workers in this position will be in a general office environment and required to sit, stand, walk, bend, stoop and lift up to 50 pounds while operating office equipment and conducting daily duties.