

DUTY STATEMENT**Duty Statement for
Professional / Analytical Classifications****State Compensation Insurance Fund**

Employee's Name (First, Last)	
Program Digital Experience	Work Unit
Position's Authorized Classification (and Range) IT Specialist I	Report To Program Manager II
Position Title Marketing Automation Specialist	Position Serial Number ###.###
Incumbent Appointment Classification	CBID R01
<input type="checkbox"/> The incumbent is underfilling the position in the Select from list: _____ classification. S/he will be given appropriate training, direction, and feedback	
FLSA Status <input type="checkbox"/> Covered, Work Week Group 2 <input type="checkbox"/> Not Covered, Exempt WWG <input checked="" type="checkbox"/> E or <input type="checkbox"/> SE	

PURPOSE/SCOPE:

Briefly describe or summarize the position's major functions. Why the position exists? Typically includes the following:

- Intent/Purpose of the position
- Degree of direction/supervision (Under what direction)
- Nature and level of the work

Example: Under direction (degree of supervision), perform the full range (scope) of varied, sensitive**, and complex** (level of work) analytical and consultative work necessary to effectively administer the program's _____ function (reason for the position).

** "Sensitive" and "Complex" should be defined

Under direction of the Vice President of Digital Experience (Program Manager II), the incumbent is responsible for configuring, maintaining, integrating, and optimizing marketing automation systems and campaigns to ensure technical performance and compliance with IT standards. Systems include email marketing automation platform, content management system (CMS), content marketing platform, and customer data platform (CDP). The incumbent will develop and maintain email templates using HTML and CSS, develop lead capturing and preference center webpages in HTML and CSS, and develop JSON for capturing automation performance data. Design, maintain, and support email marketing databases, ensuring secure data transfers, system integration, and compliance with enterprise IT data governance and security protocols.

Incumbent will also support reporting of email marketing performance, leveraging PowerBI, DAX, M Language, Google Looker Studio, and SQL.

Strategies include executing and optimizing marketing campaigns, drip campaigns, customer journey flows, and segmentation strategies, ensuring maximum engagement and conversion rates. Also responsible for implementing and maintaining lead scoring models and ensuring that marketing automation processes align with our business objectives.

Supervisor's Statement: I have discussed the duties of the position with the employee

Supervisor's Name (Print)	Supervisor's Signature	Date
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Employee's Statement: I have discussed with my supervisor the duties of the position and have received a copy

Employee's Name (Print)	Employee's Signature	Date
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KEY RESULTS/ESSENTIAL FUNCTIONS: Specifically describe the 3-5 Key Results (or Essential Functions) of the position in order of their importance to achieve the purpose/scope of the position.

Each Key Result/Essential Function description should have statement(s) consisting of

1	2	3
An <u>action verb</u> : What is done? Define or elaborate on common vague words (e.g., "coordinates", "monitors", "assists")	The immediate <u>object</u> of the action	The <u>reason</u> for the action: Why?

In all aspects of performing the following Key Results/Essential Functions the incumbent will

- comply with the Code of Conduct and
- maintain regular and predictable attendance and/or communication availability during working hours.

The statements contained in this duty statement reflect general details as necessary to describe the principal results/functions of this job. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas.

40%

1) Execute Transactional Email, Email Marketing, And Marketing Automation.
(This is an essential function of the job)

- Configure and maintain email campaigns and send them using our email marketing automation platform to support digital communications.
- Design, update, and maintain marketing automations with strict adherence to automation and data management best practices.
- Use HTML, CSS, and Javascript to build, design, and code subscription forms and preference centers within our Email Marketing Automation and Content Management System platforms ensuring secure and accessible coding practices.
- Manage a multivariate testing, audience segmentation, and personalization program to drive ongoing optimizations of email performance.
- Design, code, and quality check email templates to ensure they render correctly across different devices, emails applications, resolutions, and browsers.

35%

2) Manage Customer Data Across Digital Marketing Platforms
(This is an essential function of the job)

- Strictly adhere to best practices for data management using relational databases with one to one, one to many, and many to many connections.
- Sanitize and ensure data cleanliness within our Marketing Automation and Customer Data Platforms in support of email marketing and content marketing efforts.
- Develop, monitor, and maintain data connections between multiple digital marketing platforms, including Google Analytics, Optimizely Data Platform (CDP), Delivra (Email Marketing Automation), Eventbrite, Qualtrics, and customer feedback forms on our CMS.

25%

3) Develop and Maintain Digital Marketing Performance Measurement Practice
(This is an essential function of the job)

- Develop and maintain reporting dashboards in PowerBi and Google Looker levering DAX< M Language, Regular Expressions (Regex), and SQL for advanced data analysis.
- Configure, implement and maintain enhanced email marketing through implementation of UTM link tracking JSON webhooks for automation performance tracking, ensuring secure data transfer and compliance with IT

monitoring standards.

4)

5)

100%

REQUIRED QUALIFICATIONS/COMPETENCIES (KNOWLEDGE, SKILLS/ABILITIES):

KNOWLEDGE AREAS:

- Working knowledge of the State Fund organization, Regional Office and Corporate functions, and business policies and procedures.
- Knowledge of HTML, CSS, JavaScript, SQL, and APIs to optimize workflows and integrations.
- Knowledge of basic web development concepts, especially concerning HTTP requests and responses, as well as some understanding of event handling and security protocol.
- Proficient knowledge of AI-driven marketing automation and data enrichment tools.
- Proficient knowledge of automation, marketing cloud account engagement, and digital marketing platforms.
- Proficient knowledge of API integrations and related tools like Zapier or Postman that support integrations between marketing and data platforms efficiently.
- Proficient knowledge of reporting and dashboard creation in MicroStrategy, Power BI, Tableau or similar analytics tools to track lead engagement and provide actionable insights.
- Proficient knowledge in segmentation, lead scoring, and personalization to optimize the customer journey.
- Proficient knowledge of marketing automation tools and best practices.
- Proficient knowledge of Google tools for web analytics and reporting.
- Proficient knowledge of technical SEO best practices.
- Proficient knowledge of Google web analytics and reporting, and data analysis.

SKILLS/ABILITIES:

- Skill/Ability to research, analyze, and evaluate information to make and support decisions
- Skill/Ability to achieve results according to objectives
- Skill/Ability to manage multiple projects and tasks
- Skill/Ability to formulate policies, procedures, and workflow processes
- Skill/Ability to develop, provide, and monitor training
- Skill/Ability to coordinate, facilitate, and make presentations
- Skill/Ability to effectively work with and relate with other people
- Skill/Ability to work independently and as a team with co-workers and management to address and resolve issues
- Skill/Ability to write professional and accurate reports and other communications suitable for distribution to internal and external customers

WORK ENVIRONMENT:

Physical Requirements

Incumbent works in the usual office environment.

Travel

Travel may be required.

Emergency call backs

Work Hours

Maintain a work schedule that supports operational needs