



What

Job title, keywords, or company

Where

City, state, zip code, or

# Marketing Operations Specialist

CareRev 45 reviews

Remote

Remote

You must create an Indeed account before continuing to the company website to apply

Apply on company site

## Job details

### Encouraged to Apply

Fair chance

### Job Type

Remote

## Benefits

Pulled from the full job description

- 401(k)
- 401(k) matching
- Dental insurance
- Disability insurance
- Health insurance
- Life insurance

Show 3 more benefits

## Indeed's salary guide

- Not provided by employer
- \$70.5K - \$89.3K a year is Indeed's estimated salary for this role in Remote.

Report inaccurate salary

## Full Job Description

CareRev is a technology platform empowering healthcare professionals to take control of their careers. CareRev provides a direct line between healthcare facilities and local clinical talent, cutting out the middleman and enabling professionals to work where and when they want. Together, we're building the local, resilient, flexible healthcare workforce of the future. CareRev serves over 32 major metropolitan areas nationwide at over 70 hospitals and health systems, and over 540 outpatient centers and skilled nursing facilities. More than 22,000 clinical professionals (and growing!) are included in CareRev's network. For more information, visit [www.carerev.com](http://www.carerev.com) or follow us on LinkedIn.

### What You'll Do:

- Maintain MarTech stack, providing training and configuration of tools, and liaise with Business Systems for new marketing & sales software requests
- Import, export, update, and cleanse lists, monitoring data hygiene in and out of the MAP & CRM
- Create & document workflows for lead management and campaign assignments
- Craft organized documentation and outlines for automation and operations procedures
- Work with Go To Market Ops to streamline lead processing and flow between marketing and sales

Sign in with Google

Use your Google Account to sign in to Indeed

No more passwords to remember. Signing in is fast, simple and secure.

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- Develop processes to ensure data integrity between CRM, MAP, and our bespoke application
- Coordinate data collected through digital marketing and transfers to/from enterprise data warehouse
- Assist Sr. Manager of Marketing Analytics to create and maintain marketing reporting dashboards to gain actionable insights into campaign effectiveness and marketing impact
- Assist with lead and revenue reporting to key stakeholders
- Build automated & strategic email communications for lead gen flows and ongoing campaigns
- Support Professional and Facility campaigns by creating and connecting landing pages, forms, lists, email, etc.
- Collaborate with Lifecycle Marketing and Marketing Automation Manager to recommend and implement full features and functionality within marketing automation platform(s)
- Provide support for digital marketing efforts, assisting in campaign architecture, UTM systemization, and reporting

**What We're Looking For:**

- 3+ years of experience in marketing operations or related role
- Experience with Salesforce CRM, Pardot, and HubSpot a plus
- Humble, creative problem solver
- Excellent writing, presentation, and communication skills
- Ability to take initiative and work both independently and collaboratively
- Knowledge of marketing technologies and best practices
- Knowledge of global email compliance regulations
- Located in the United States

**Reasons to Consider Us:**

- 100% remote company
- Comprehensive medical, dental, and vision benefits
- Short term disability 100% covered by CareRev
- Life insurance covered by CareRev
- Paid parental leave
- Generous paid holidays & unlimited PTO
- 401K and company match
- Office equipment stipend
- Learning reimbursement program

**Physical Requirements:**

- Prolonged periods of sitting and/or standing at a desk
- Prolonged periods of working on a computer
- Repeating motions that may include the wrists, hands and/or fingers
- Ability to lift up to 15 pounds of work equipment
- Ability to set up home office to include desk and chair

**CareRev** is committed to the full inclusion of all qualified individuals. In keeping with our commitment, we will take the steps to assure that people with disabilities are provided reasonable accommodations. Accordingly, if reasonable accommodation is required to fully participate in the job application or interview process, to perform the essential functions of the position, and/or to receive all other benefits and privileges of employment, please discuss with your Recruiter.

We are an equal opportunity employer and will not discriminate against any employee or applicant for employment in an unlawful manner. We celebrate diversity and are committed to creating an inclusive environment for all individuals. CareRev treats all employees and job applicants based on merit, qualifications, and competence without regard to any qualified individuals' sex, race, color, religion, national origin, ancestry, gender (including pregnancy, breastfeeding, or related medical condition), sexual orientation, gender identity, gender expression, age, physical or mental disability, medical condition, genetic characteristic or information, marital status, military, and veteran status, or any other characteristic protected by state or federal law. CareRev also considers qualified applicants with criminal histories consistent with applicable local, state, and federal law.

**If you are an applicant in California, Colorado, Washington State or New York City and have compensation questions, please contact us directly at**

**compensation@carerev.com.** Include in the email request: your Full Name, Job Name, and the City and State in which you reside. Please allow 48 business hours for a response. All other applicants: PLEASE NOTE, this email is not for candidates to apply to jobs directly. Resumes sent via this email address are not in our Applicant Tracking System, and therefore can not be included in our recruiting process. Please Apply following the steps below.

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Care Revolutions  
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