Bridging the Experience Gap

Using career-based learning to overcome the chasm created by software in today’s job market
Marketing Manager (mid-level)

Position Overview:
This position has emphasis on CRM system management, data set-up, and day-to-day CRM program management. This person will be able to work well with business analysts, creatives, digital marketing teams. The ideal candidate will bring past experience and a position for testing and data-driven marketing to help shape national initiatives and go-to-market strategies. The ideal candidate can strategize and integrate social media at all appropriate tactical opportunities.

The candidate will need to be multi-task oriented, taking on several initiatives at the same time, from daily promotional communications, broader experience journeys and strategies as well as manage issues and bugs within the platform. This person needs to be able to work inside our current CRM platform, Salesforce Marketing Cloud, and should be eager to learn new platforms as they become available. They need to understand data integration across multiple data sources, campaign set-ups and deployments, journey building and testing, trigger-sends and dynamic content campaigns across multiple channels. Forecasting and post-campaign ROI reporting are also required experience.

Responsibilities:
- Setup and deploy cross channel communications
- Create and configure email templates, HTML email and SMS messages
- Map customer journeys
- Create data extension, automations and activities
- Work closely with all departments, clients and third parties
- Work with client to ensure the database is segmented effectively for targeted marketing activities
- Execute direct mail campaigns, including mailhouse set up
- Execute social media strategy
- Manage other projects as assigned
- Balance multiple requests in fast-paced environment

Qualifications

Required Qualifications:
- Bachelor's Degree required
- 2-5 years of CRM management using Salesforce Marketing Cloud required
- Experience managing B2C CRM programs required
- Ability to create and code email, SQL and SMS Activities required
- Solid understanding of experience with data modeling and querying as it pertains to Marketing Cloud required
- HTML 5, CSS, Email specific coding considerations required
- Experience with testing/optimization platforms
- Experience working with data sets and databases
- Demonstrated successful social media strategy across Facebook and other social media platforms
- Ability to form partnerships with various stakeholders across organization matrix
- Must perform well in high-pressure situations and balance competing priorities

Email Marketing Specialist (entry level)

Essential Functions
- Schedules and ensures emails are sent successfully.
- Creates and codes (in HTML) email communications to Franchise targets, internal audience, agents and consumers.
- Optimizes email messages, subject line and design for high open and click rates
- Oversees daily email operations to ensure that emails are completed and deployed on time.
- Ensures brand consistency and accuracy in all emails.
- Tracks and reports campaign metrics in Marketo & Google Analytics.
- Partners with team to ensure cohesive execution of marketing strategies.
- Other duties as assigned.

Education Requirements
Bachelor of Science in Communications, Marketing or similar field.

Experience Required
Experience with Salesforce, Marketo or Constant Contact type CRM/email systems.
1-2 years hands-on email marketing coordination experience
Intermediate skill level with Excel
Effective written and oral communication skills
Meticulous attention to detail, organized and strong project management skills
Affinity for learning new technologies and skills
Knowledge and understanding of HTML editing
Knowledge of email best practices including subject lines, messaging, segmentation, list management, and deliverability.
The Modern Day Hiring Process

Software Skills Now Define Job Roles
Few Certifications or Meaningful Degrees Exist
Employers React by Hiring from Companies They Admire

Relationships & Referrals Provide the Best Insight
The Big Problems with this Approach

- Doesn't convey culture “fit”
- It’s superficial
- Majority of companies haven’t fully embraced software
Meanwhile, Software Grows

There’s an app for that... actually there are 1000 apps for that
The Evolution of Marketing as a Metaphor
Y2K: The world didn’t end, but the old way of marketing did.

Large shift from vendor management to marketing disciplines

Marketers needed to do *more*, with *less*

Software started becoming the “*solution*”
Costs: Software vs. Operating

1:2.5x

Software sponsored certifications, don’t actually assess the reality of running the systems day to day.
The only way to learn the software was on the job
Another problem? Fatigue.
This Process is Setup to Fail

1. Education burden falls to the employer
2. We pour resources into empowering the power user
3. The user then leaves only to charge us more as a consultant

This vicious cycle happens over and over again due to scarcity
We built our business on these issues

- LeadMD has had over 3000 client engagements
- 100% of clients have the following dilemmas:
  - Hiring the RIGHT talent
  - Onboarding & training
  - High turn over rate – which is incredibly expensive
The Solution

Curated curriculum that matches the skills actually used on the job
Career-Based Experiential Learning

Testing aptitude through real-world simulations, and experiential learning & exercises

Providing access to software skillsets by removing the common barriers

Intrinsic Skills
Inter-personal Skills
Technical Hard Skills
Creativity
Strategic Thinking
Practical Application

Applying the Foundational Skills (*learned at Universities*)
Deeper than a resume

- Role of Living Portfolios
- Employer Visibility
- Empower through ongoing education
Additional Benefits to Career-Based Experiential Learning

- High learner engagement
- Rapid iteration & constant evolution
- Learners can experience the job before accepting a position
- Access to in-the-seat marketers
- Reduced risk and turnover for employers
The Future

Continuing to make education more relevant and comprehensive
Machine Learning and AI

- Moving beyond ‘what’ someone has learned & into ‘how’ someone has learned
- Because simulation happens online we can measure:
  - How a learner solved the problem
  - How long it took them
  - Provide insights into how they approach problem solving
  - Augment their experience with their social profile to predict performance
Proactively Ensuring Job Fulfillment

Today’s employees want to feel fulfilled

Tomorrow’s employees will want to predict that fulfillment

Try before you buy
Partnering w/ Six Bricks
**Fast Track: Digital Marketing Basics**

- Partnered with Six Bricks to enroll 20+ students majored in all disciplines

**Six Bricks Provides:**
- Relevant, real world curriculum
- Practical projects
- Access to mentors
- Access to hiring employers
- Opportunity to work on a real project with an employer and be interviewed upon completion
What’s next?

We invite you all to sign up for a BETA at sixbricks.com, for more information please reach out to go@sixbricks.com