

## Director - Marketing Operations

Location: Remote

Reports To: Head of Marketing

Company: Strategikon Pharma

### Position Summary:

Strategikon Pharma is seeking a detail-oriented and collaborative Marketing & Sales Operations Director to support both the Marketing and Sales teams through the hands-on management of our CRM (HubSpot), campaign analytics, data integrity, and conference logistics. This individual will also play a vital role in ensuring seamless campaign execution, lead tracking, and promotional activities across multiple channels.

### Key Responsibilities:

- CRM & Data Management (HubSpot):
  - Own day-to-day management of the HubSpot CRM, including contact segmentation, list building, form integrations, and data integrity.
  - Regularly clean and update marketing contact records to ensure accuracy and compliance.
  - Set up workflows and automations to support marketing campaigns and lead nurturing.
  - Integrate marketing tools and forms with HubSpot to track performance and conversions.
- Reporting & Analytics:
  - Generate regular reports on campaign performance, email metrics, lead source attribution, and marketing funnel activity.
  - Support alignment with Sales by delivering hot lead lists and providing reporting on lead quality and status.
  - Create dashboards that provide insight into key KPIs across emails, events, and digital engagement.
- Conference & Event Support:
  - Manage conference logistics including registrations, speaker submissions, giveaways, signage, and booth preparation.
  - Coordinate pre- and post-event email campaigns.
  - Track event performance and ROI metrics (leads generated, demos requested, follow-ups).
- Campaign Execution & Team Support:

- Support execution of integrated marketing campaigns by managing timelines, pulling audience lists, and setting up campaign assets in HubSpot.
- Work closely with content, design, and business development to ensure materials are ready and aligned with the campaign objectives.
- Serve as a collaborative team player across departments to support broader business objectives.

#### **Qualifications:**

- Minimum 5 years of experience in a marketing operations or CRM-focused role, preferably in a B2B or SaaS environment.
- Proficiency with HubSpot is required; experience with Salesforce or other CRMs is a plus.
- Strong Excel/data handling skills; ability to manage large datasets and troubleshoot data discrepancies.
- Experience supporting event logistics and campaign execution.
- Excellent organizational and time-management skills with the ability to prioritize multiple projects.
- Self-starter with a strong attention to detail and a collaborative mindset.

#### **Why Join Strategikon:**

Strategikon Pharma is a fast-growing SaaS company transforming how clinical trials are outsourced, budgeted, and managed. You'll join a passionate, agile team that's committed to making a meaningful impact in biopharma innovation. This is a unique opportunity to contribute directly to marketing and growth success in a company with purpose and momentum.