# **Marketing Operations Specialist**

We're looking for a technical and data-driven Marketing Operations Specialist to join our Marketing Operations and Analytics team. This is a core role that blends marketing automation, data governance, and Al-driven innovation, ensuring every campaign, workflow, and insight runs seamlessly.

If you love building systems, streamlining processes, and experimenting with AI to make marketing more efficient and impactful, this role is for you.

For this position it is a prerequisite that you have fluent German and English skills as this role involves close collaboration with our German teams.

#### What you'll do:

- Implement, manage and maintain HubSpot marketing architecture, including Contacts, tracking and custom Properties
- Build and optimize automated workflows for lead nurturing and lead qualification
- Create segmentation and review scoring models to enable deliver more timely, personalized communication
- Develop dashboards and reporting frameworks to measure engagement and conversion performance
- Manage HubSpot integrations with our website, CRM and external tools
- LeadA/B testing initiativesacross emails and lead flows to optimize conversion and funnel performance
- Partner with the rest of the marketing team to launch multi-channel campaigns and BPE teamto ensure end-to-end data consistency between HubSpot and CRM
- Identify opportunities tointegrate AI toolsto improve automation, personalization, and operational efficiency
- Prioritize the top marketing initiatives and redesign the workflows with automation and Al agents
- Ensure compliance with GDPR and other privacy standards across all systems and workflows

#### What we're looking for:

- 4+ years of marketing operations experiencein a B2B SaaS
- Proficiency in HubSpot workflows, automation, reporting, and integrations.
- Data driven mind set and understanding of lead generation, company/contact enrichment as well as campaign performance tracking
- Ability to scale the marketing use of AI, from pilot initiatives to playbooks and standardized operating procedures
- HubSpot certified in Marketing Hub
- Proficient in English and working level of German language (C1 level or higher)

## Why choose Paychex Europe?

We strive to have a motivating and uplifting culture. Our offices are bright and open and located across Denmark (Østerbro, Allerød and Vejle) and Germany (Hamburg, Rostock, and Berlin), and we work closely together across teams. We encourage a social culture, and believe that being social with your colleagues makes taking on challenges together a lot more fun. You will be working in our office inAllerød, in a team that cares about its members and likes to have a good laugh. To sum it up: Plenty of learning and exciting challenges in a great work environment.

### Interested?

If you are curious or have questions to this position please do not hesitate to contact Denica Stoyanova Nielsen at <a href="descriptions">dstoyanova@lessor.dk</a>!

We review applications and conduct interviews on an ongoing basis so we encourage you to apply as soon as possible.

We are looking forward to hearing from you soon!