

**London**

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T +44 (0)20 7462 3232

**New York**

570 Lexington Ave. New York, NY 10022, USA  
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# Sotheby's INSTITUTE OF ART

**Job Title:** Marketing Automation & CRM Coordinator, BrandEd

**Department:** Global Enrolment and Marketing

**Reports to:** Head of Marketing Technology

**Type:** Permanent, full-time

**Location:** Remote / London

**Prepared Date:** November 2021

**About us:**

BrandEd's mission is to build compelling education programs in partnership with the world's best brands. At present, BrandEd's core schools are The School of The New York Times and Sotheby's Institute of Art; both are among the largest and leading educational organizations of their kind. New projects are anticipated in 2022, including a partnership with an international sports organization.

Founded over 50 years ago, Sotheby's Institute of Art has over 8,000 global alumni of the Master's degree and over 2,000 additional students taking short courses each year, ranging from high schoolers to executives. More recently - in 2016 - The School of The New York Times debuted with Summer Academy, a two-week pre-college program that has since quadrupled in size and inspired additional young adult programs including Gap Year. With distinctly different histories and programs, both schools attract passionate individuals who seek excellence and uniqueness from a non-traditional learning experience. Now, BrandEd is looking for a Marketing & CRM Coordinator.

**The Role:**

The Marketing Automation & CRM Coordinator should be someone with a strong understanding of Salesforce and marketing automation platforms (Pardot preferable), highly comfortable with data and numbers, tech-savvy and with the desire to keep learning, with a clear and open path for obtaining certifications and career progression. The Marketing & CRM Coordinator should be comfortable liaising with users and enjoy learning new business processes to translate them into technical solutions and by bringing data to life with visually engaging summaries and reports.

**Responsibilities:**

- Competence with reporting on key customer metrics performance, customer lifetime value, campaign ROI and attribution modelling.
- Act as an expert in customer data, segmentation, and analytics by creating reports and dashboards.
- Analyze and evaluate data across the business to produce recommendations to influence decisions around retention, acquisition activities and improvements.
- Devise and support senior staff with operational guidance and with the delivery of training sessions and associated documentation such as manuals, crib sheets and video tutorials through to users of the CRM system

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- Assist and to be involved with ongoing Salesforce development including implementations and usage of additional system functionalities and related applications.
- Support marketing automation efforts and processes, proactively researching and implementing the latest best practices, strategies, and industry standards.
- Work with Head of MarTech to identify additional system applications and efficiencies in line with departmental aims.
- Work on essential marketing operations initiatives in Pardot and Salesforce around the lead lifecycle, lead scoring, lead nurturing efforts, enrollment conversion, and data cleansing.
- Collaborate with the team to create, monitor, and run audit of Alumni database records related.
- Manage survey projects and participate in other opportunities to gather customer feedback and data and interpret surveys' data to identify patterns and behaviour to improve strategies further.

**Required Experience:**

- Experience using Salesforce.com
- Experience using marketing automation software (Pardot highly desirable)
- Experience using data analytics tool such as B2B Analytics or Tableau (highly desirable)
- Data-driven, analytical mindset - experience working with data to devise, evaluate and optimise customer journeys based on data
- You must be comfortable with data and numbers, tech-savvy and have the confidence to lead and manage data orientated projects with other key areas of the business, such as the digital data team and content across the marketing channels
- You should have the ability to translate data and numbers in a visual and compelling way that tells a story with clear actions
- Strong organisation and communication skills – able to communicate at both technical level and creative
- Flexible approach to working hours to service global teams

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**Please note the following:**

1. Please submit your CV and a covering letter demonstrating how you meet the person specification for this position to: **[vacancies@sothebysinstitute.com](mailto:vacancies@sothebysinstitute.com)**  
Please state where you have seen this role advertised.
2. Please include details of 2 referees, one of which should be your current / most recent employer. Referees will not be contacted without seeking prior agreement with applicant.
3. Salary dependent on skills, qualifications and experience
4. Benefits include 25 days annual leave plus minimum of 2 days additional leave during the Christmas period, life insurance and 24/7 access to an Employee Assistance Programme.