



CRM (Infusionsoft) & Marketing Automation Specialist

CRM (Infusionsoft) / WordPress / HTML / CSS / Advanced Excel

Starting Date: June 1, 2018

At Say Yes Dog Training we inspire dog owners to have their best behaved dog ever! By using our proven game-based programs to make training fun and incredibly effective, people everywhere are bringing out the absolute best in their dogs.

Founder Susan Garrett is known worldwide as a visionary leader in the field of reinforcement based dog training. She believes that "looking for the good" is not a hat you wear just to train your dog, but rather a person you show up as in the world. This philosophy is reflected in our team interactions at Say Yes which contributes to our environment which is one of productivity, innovation and fun!

We are changing the world one dog owner at a time and today we are looking for an Infusionsoft specialist to join our tech team. If you are a geek that LOVES what you do so much that your friends sometimes wonder if you are even human, if you get excited about, split tests, data integrity and troubleshooting technology, if you're great at what you do, fit in well with a team and are excited about using your unique gifts to make this world a better place for dogs worldwide then let's meet!

Say Yes offers you:

- A fast-paced, ever-changing and exciting environment
- A collaborative culture that embodies teamwork but where ownership is encouraged
- The opportunity to work from the comfort of your own home
- Excellent professional development and advancement opportunities
- Full-time, salary position

A strong CRM candidate will have:

Passion for Cutting Edge Web Based Technology Solutions: You'll form an essential part of our business growth, we would love you to have strength in the areas of Infusionsoft infrastructure and automation, research and development, QA, analytics and reporting!

Best Practices CRM: Exhibit and implement best practices within the Say Yes CRM realm.

Apply your technical skills through the development, testing, implementation and documentation of projects effectively. Create and/or correct systems, testing procedures and requirements across all CRM project phases to get the best results possible as part of an agile and collaborative team. Experience with Continuous Improvement Models (CIM) is an asset.

Relational Data Expertise: You have an advanced level understanding of a functional relational database and data integrity, and strong analytical skills with experience manipulating large data sets. Infusionsoft / Wordpress / Memberium experience required, along with advanced MS Excel skills. Customer journey building (all stages of the customer life cycle from on boarding, retention including billing), segmentation, campaign set-up and optimizing by testing.





Good Communication Skills! Team-oriented with strong interpersonal skills and professional demeanour. We need someone with a creative approach to communicating and reporting on the progress of CRM initiatives and understanding the need to translate between technical and non-technical people. (you don't have to be Hemingway, just clear and genuinely helpful).

A Great Curiosity to Learn: You recognize success leaves clues and you love to investigate what is working for others in your space. As a lifelong learner, you are constantly looking for ways to grow your knowledge and are passionate about innovation, learning new skills and growing your knowledge base. When given the opportunity to contribute grow the business you would say - "I LOVE research and development and sharing of ideas for improvement and growth".

The Essentials:

- Relational database management experience with strong analytical skills and the ability to manipulate large data sets and apply complex logic on multiple processes.
- 2-3 years relevant experience in Infusionsoft operations, database marketing, list generation, campaign management, testing and reporting. automation/segmentation/digital marketing. Campaign automation deployment for marketing as well as billing/finance needs. Familiarization with full ASK Method Sales funnel is a plus.
- Develop, execute and analyze A/B or multivariate tests.
- Advanced MS Excel skills (MySQL or similar skills preferred).
- Familiarity with Quality Assurance (QA) protocols and ownership of QA sign off for deliverables
- Experience with Product Launch Formula (PLF) knowledge, familiar with the content, training portal, recent upgrades, etc.
- The ideal candidate will have experience with CAN-SPAM/CASL/GDPR anti-spam laws.
- WordPress, HTML, CSS. Email Design skills would be an advantage but not essential. Javascript is a plus.
- Responsible self-starter with the ability to problem-solve and work in a fast-paced environment with frequent changing needs and schedules. Cool, calm and collected under pressure. Must possess comfort with competing and shifting priorities.
- Home office with high speed internet (minimum of 10x1 mbps) and up to date computer hardware / software (purchased within the last 3 years).

This job is probably not for you if...

- You get easily distracted and need to be closely managed on a daily basis.
- You do not have good time management skills or ability to be organized.
- You are fazed by shifting priorities.
- You don't enjoy trying new things in technology or trying new tactics to improve efficiency.
- You do not have experience working from home, in a virtual team, or in an agile development environment.
- You do not have attention to detail or a high level of follow through.
- You do not like dogs.
- You don't like communicating with people from all over the world!





Working with us here at Say Yes: This is a full time virtual position. You will be required to have a reliable up to date computer, fast internet, and the software needed for your role as a CRM professional (and Plan B's for each if something goes wrong). Our team mostly works 9-5 in their time zone, but there will be times where it's all hands on deck for planned activities, and times when we meet outside our own time zone. Flexibility is a must as this position needs a level of responsiveness outside of the normal work week and standard work hours three to four times a year.

What's Next?

If this sounds like a match for you, awesome! We can't wait to hear more about YOU. Here's what to do next...

Fill out the application below in its entirety. Tell us why you're the right person for our team.

Applications are being accepted by email: careers@clickerdogs.com

Please follow the steps below:

1. Use the Email Subject Line: Your Last Name – CRM (Infusionsoft) May 2018

This is your opportunity to “communicate” with us!

Copy and paste the following questions into the body of your email and fill out your reply for each underneath the question.

- a) Why are you looking at this opportunity?
- b) What's your favourite tool for staying organized, and how do you prioritize tasks?
- c) Are you our preferred candidate? In one sentence tell us why!

2. Using: useloom.com video creation.

Tell us in 5 minutes or less how you would handle the following scenario in Infusionsoft: You have 4 funnels, each with 5 segments. The majority of contacts will cross into each funnel, but will have a different segment in each funnel. How would you set up the campaigns so the contacts receive emails and CTA's delivered for optimal consumption? EG: staggering the emails so they arrive on a regular basis for each funnel, but not all at once (that is, you do not want four different campaign emails being sent to any one contact at once).

3. Attach the PDF of your cover letter and resume to your email to us and send to: careers@clickerdogs.com

Do you have questions?

If you have questions not covered in the above feel free to contact us at customerhappiness@clickerdogs.com with the subject line: Question about CRM (Infusionsoft) May 2018

