Manager, Marketing Technology & AI Adoption

Marketing Department

Summary:

The Manager, Marketing Technology & AI Adoption serves as the Marketing & Business Development (M&BD) department's lead resource for how marketing technology is adopted, used, and improved. A successful candidate will identify opportunities to improve workflows, reduce manual effort, and increase the effectiveness of marketing operations. The department's adoption of AI is the most immediate priority, within a broader remit for the marketing technology stack. The role works across M&BD, IT, Information Security, and external partners to ensure the firm's marketing technology investments deliver measurable business value.

This role suits someone who operates effectively where objectives are defined but implementation approaches are not, developing recommendations independently and driving initiatives through to adoption. Success is measured by use and impact, not implementation alone. The role centers on execution, coordination, and accountability, and requires someone who can move initiatives forward with urgency while complying with the confidentiality, information security, and risk considerations inherent in serving the firm's clients.

Apply

Qualifications:

- Bachelor's degree in marketing, communications, business, or a related field.
- 5 or more years in marketing technology, marketing operations, digital marketing, or a related discipline.

Duties and Responsibilities:

Solution Design and Implementation

- Lead cross-functional marketing technology initiatives from problem definition through successful adoption.
- Serve as the department's primary liaison to implementation partners on cross-functional initiatives, translating business requirements into practical solutions.
- Develop change management, communication, and adoption plans that support successful implementation of new tools and processes.
- Ensure appropriate documentation, training, and ownership transitions are established following project completion, with new solutions folded into the ongoing enablement program.

Technology Strategy & Evaluation

- Routinely assess the marketing technology landscape, including emerging AI capabilities, and evaluate new technologies and enhancements to existing platforms against business needs and firm priorities.
- Partner with IT, Information Security, Procurement, and other stakeholders to evaluate technology solutions and support responsible adoption consistent with firm governance requirements.
- Maintain the department's system-of-record inventory of marketing technology, and identify gaps, overlaps, and opportunities for improvement.

Qualifications:

Qualifications (continued):

- A track record of independently leading cross-functional initiatives from concept through adoption, and of coordinating stakeholders with competing priorities.
- Demonstrated ability to build training and adoption programs, and to measure whether they are working
- Practical application of AI tools to marketing or business development work, with sound judgment about where they deliver real value and where they do not.
- Working knowledge of enterprise marketing technology, analytics, AI assistants, and project management platforms (e.g., Salesforce, Pardot, Sitecore, Tableau, Copilot, Asana).
- Comfort evaluating emerging technologies against business needs and directing vendors and implementation partners.
- Background in professional services (legal, consulting, or accounting) or a similarly complex organizational environment is preferred.

Duties and Responsibilities (continued):

Ongoing Enablement & Adoption

- Lead the department's marketing technology enablement program, including onboarding, training, practical reference resources, and user support.
- Collaborate with platform owners and business stakeholders to ensure training materials remain accurate and relevant.
- Provide ongoing user support across the marketing technology stack, independent of any active implementation.

Measurement & Improvement

- In partnership with Marketing Analytics, track adoption and use of the department's marketing technology, and recommend adjustments based on usage data and stakeholder feedback.
- Conduct post-project reviews and incorporate lessons learned into future planning and implementation efforts.

Intake & Prioritization

- Serve as the department’s front door for new marketing technology requests, including new tools and cross-functional initiatives.
- Triage incoming requests promptly, identify dependencies and resource needs, and recommend priorities aligned with departmental goals.
- Maintain a current view of marketing technology initiatives and their status; surface conflicts and trade-offs to the Director; and support quarterly planning and goal-setting.
- The employee may be asked to perform additional duties not listed in this job description as required by business needs.

Duties and Responsibilities (continued):

- Uphold high standards of confidentiality, discretion, and integrity, particularly with respect to all sensitive and/or confidential firm and client information to which this position will have access.

Status: Exempt
Reports To: Director of Digital Marketing
Workplace Type: Hybrid

Salary range of $165,000-$210,000 dependent on candidate experience.

We welcome applications from candidates who are authorized to work in the United States for any employer. Please note that the firm is not able to provide or assume employment visa sponsorship for this position.

Candidates hired for staff positions with a minimum work schedule of 30 hours per week are eligible for a comprehensive benefits package, including healthcare insurance. Learn more about benefits at Covington.

https://www.cov.com/en/careers/staff/benefits

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