

Marketing Automation Manager

Marketing Department

Summary:

The Marketing Automation Manager reports to the Director of Digital Marketing and is responsible for leading the strategic development and execution of the firm's marketing automation program and broader digital engagement initiatives. This includes managing the firm's website and blogs, and designing and operating the firm's B2B lead-nurture and marketing automation programs. The Marketing Automation Manager will manage a team that includes a Senior Digital Marketing Specialist and a Marketing Technology Specialist. The role works in close partnership with the Business Development and Content teams to turn marketing-generated leads into client outreach opportunities.

This role suits someone equally at home in the technical detail of a marketing automation platform and in a conversation with Business Development. Given a business goal — help a practice group win more work from its target clients — this person designs the automated follow-up that supports it, builds it, and watches how it performs, improving it in small steps rather than launching once and walking away. They measure success by whether Business Development actually picks up the leads the program surfaces and whether those leads progress, not by how many emails went out. They work hand in hand with the Content and Business Development teams, own the programs that run on the CRM team's platform without needing to own the platform itself, and can explain what they're doing to a partner or a Business Development manager without leaning on jargon.

[Apply](#)

Duties and Responsibilities:

- Develop and execute the firm's overall digital engagement and marketing automation strategy across the website, email nurture, and related channels.
- Oversee the day-to-day management of the firm's website and blogs, ensuring user experience quality, usability, and alignment with strategic goals.
- Own the firm's relationship with its primary web development vendor, setting direction and accountability for the partnership and the website roadmap, while team members manage the day-to-day user stories, enhancements, and bug fixes.
- Manage the Senior Digital Marketing Specialist and Marketing Technology Specialist, providing guidance, mentorship, and performance evaluations.
- Design, build, and continuously improve the automated follow-up a lead receives after engaging with the firm — the segmentation, the emails, and the timing, built in Salesforce Account Engagement — so that a prospect who fills out a form gets a relevant, well-timed response and Business Development can pick up the conversation. Judge success by whether Business Development acts on those leads and whether they progress, not by how many messages went out. Work closely with the Content and CRM teams.
- Partner with the CRM team, which runs the Salesforce and Account Engagement platform underneath — the data model, the configuration, and the integrations. This role owns the programs that run on the platform, not the platform itself; changes to the platform and the automation roadmap go through CRM.
- Partner with the Content and Analytics teams to design A/B and multivariate tests, analyze

Qualifications:

- 5-7 years of experience in B2B digital marketing, ideally in a legal or professional services environment.
 - Demonstrated experience managing a team of digital marketing professionals.
 - Proven track record in designing and operating B2B marketing automation and lead-nurture programs, including segmentation, email journeys, and lead scoring and handoff.
 - Experience with A/B and multivariate testing strategies.
 - Hands-on, in-depth expertise with a B2B marketing automation platform (e.g., Salesforce Account Engagement/Pardot, Marketo, or HubSpot), including how it integrates with a CRM such as Salesforce and content management systems (e.g., Sitecore, WordPress).
 - Proficiency in data visualization and web analytics tools, such as Tableau and Google Analytics.
 - A habit of shipping a small improvement, seeing how it gets used, and refining it — rather than launching once and moving on.
 - Comfort owning a program that runs on a platform another team administers, and the collaboration skills to make that partnership work.
 - The ability to explain technical work to colleagues and partners in plain terms.
- results, and implement insights to improve nurture performance and lead conversion.
 - Collaborate with the Business Development and Content teams to define the lead-handoff process, agree on what qualifies a lead as ready for outreach, and ensure Business Development actively follows up on the leads the nurture program surfaces.
 - Oversee the technical implementation and ongoing maintenance of privacy and cookie-consent mechanisms across the firm's website and blogs, partnering with Compliance and Legal to keep the firm compliant.
 - Stay updated on industry trends and best practices in digital marketing and engagement, making recommendations for adoption.
 - 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 \$146,000-\$180,000 dependent on candidate experience.

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>

View Covington job applicant privacy notice here:

<https://www.cov.com/en/job-applicant-privacy-notice>

Covington & Burling LLP is an equal opportunity employer and does not discriminate in any aspect of employment, including hiring, salary, promotion, discipline, termination, and benefits, on the basis of race, color, ethnicity, religion, national origin, gender, gender identity or expression, age, marital status, sexual orientation, family responsibility, disability (including physical handicap), or any other improper criterion.

Covington will consider qualified applicants with arrest or conviction records for employment in accordance with applicable laws, including the California Fair Chance Act, the Los Angeles Fair Chance Initiative for Hiring Fair Chance Ordinance, the Los Angeles County Fair Chance Ordinance, and the San Francisco Fair Chance Ordinance.