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# Example of Director Marketing Operations Job Description

Our growing company is looking for a director marketing operations. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for director marketing operations

* Develop deep understanding of technology needed for Network Acquisition, CRM, EPM, Game teams and Product Marketing teams
* Own our marketing technology infrastructure including vendor selection and roadmap development
* Assess predictive & automation models for segmenting users and triggering appropriate responses within the lifecycle framework
* Merge related technologies to build the responsive player network
* Ensure data integrity and accuracy across all systems and develop processes that best support our business needs
* Manage our marketing analytics and reporting
* Work closely with publishing, marketing, product and engineering teams to deliver high converting and ROI-driven marketing campaigns
* Continuously research and evaluate the competitive landscape, new tools and technology, and best practices employed in mobile games
* Provide business requirements to teams leading technical integration for leading mobile technologies
* Supervise the execution - production and localization- of all relevant digital campaign assets

## Qualifications for director marketing operations

* 12+ years work experience within the sporting goods industry, ideally in multiple roles preferred
* Strong knowledge of Project Management and development of Microsoft Office 365 applications such as Sharepoint, Project
* 8-10 years of experience in Marketing and Operations related roles is a requirement
* A MBA is a plus
* Work with Analysts to formulate testing strategies and optimize campaigns around key business objectives and appropriate metrics
* Promote innovation and efficiency by defining & executing relevant pilot projects