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# Example of Director Marketing Operations Job Description

Our growing company is searching for experienced candidates for the position of director marketing operations. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for director marketing operations

* Establish & maintain vendor relationships regarding price and timeline negotiations fulfillment needs related to our print and digital distribution
* Direct email data processing efforts such as opt-out preferences, address validation
* Evolve our digital production model to include agile versioning and scalability to multiple platforms
* Cross collaborate with creative, strategy and media teams to drive creative innovation and testing, share key learnings and establish thought leadership
* Plan and manage internal and external digital production communications and workflows, ensuring effective exchange of campaign information and asset deliverables
* Build and manage our digital production agency network to assure that we eliminate bottlenecks and produce high-quality creative with appropriate velocity
* Shepherd scope, budget, and overall digital production resources
* Support the development of country marketing plans that deliver against country business priorities
* Assist the VP Marketing NRG, Senior team colleagues and relevant business stakeholders in developing an overall marketing and advertising development & support strategy which is in line with customer and business needs
* Build & lead teams that will be responsible for advertising sales operations, advertising/marketing technology and sales development, customer solution project manageme, department administration and systems, sales & marketing product management and marketing/advertising analytics & reporting

## Qualifications for director marketing operations

* 8+ of online marketing and display advertising experience, with an emphasis on display, rich media, video and paid social for desktop and mobile platforms
* Strong understanding of the underlying infrastructure of digital creative including fluency with dynamic creative concept development and execution
* Expert knowledge of the trends and limitations of the evolving global digital marketing ecosystem, including exposure to/experience with publishers, programmatic buying, paid social platforms and dynamic creative technologies
* Experience managing a high volume of creative and campaign types in parallel, while leading diverse geographically dispersed teams
* University Degree, Post Graduate qualifications in related field preferred
* Bachelor's degree in Business, Marketing, Economics, or related field required