Downloaded from <https://www.velvetjobs.com/job-descriptions/director-marketing-operations>

# Example of Director Marketing Operations Job Description

Our innovative and growing company is looking to fill the role of 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

* Work with the Director Marketing, NRG Customer Development/Institutions and Director Marketing, NRG Customer Development/Consumer to define & launch a lead generation strategy & program
* Share expertise for marketing tools and technology within our NRG marketing & Ops teams
* Champion NRG and broader organizational understanding of emerging technology, the digital ecosystem and its’ effects on omni-channel marketing best practice
* Manage associated department and staff budgets
* Development and execution of creative and innovative marketing / promotional campaigns for all 16 intercollegiate sports programs
* Maintains email marketing calendar and creates email content, plan and coordinate all activities related to email execution and reporting
* Oversee the image of the athletics department
* Develop and implement strategic marketing initiatives across all sports to activate lead generation in the local community and engage the Athletics fan base
* Responsible for maintaining all ticket office equipment and inventory
* Coordinates efforts with ticket office and sales center to maximize ticket sales and drive revenue for athletics programs

## Qualifications for director marketing operations

* Working knowledge of Publishing, Marketing, Advertising, Media operations
* Customer and product management/development experience with a premium brand
* Modern marketing measurement and program development skill
* Strong analytical and decision making aptitude
* Able to plan work load meticulously, and deliver to deadlines
* Ability to create convincing business cases to help visualize ideas and business benefits