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# Example of Director Marketing Operations Job Description

Our company is growing rapidly and is looking to fill the role of director marketing operations. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for director marketing operations

* Serve as liaison between McNeese Student groups / organizations and the athletics department
* Oversee McNeese Athletics Marketing and Ticketing Assistants
* Contribute to the growth of GPS as the customer operations focal for commercial/business development activities
* Coordinate with Brand team to determine sales and service opportunities, goals, and expectations for both existing and new programs and manage results to these targets
* Define desired experience & conduct calibrations for voice of customer, telephone & email quality and work with Service Delivery to adjust agent treatments or policies as needed
* Approve demand forecasts for assigned programs in coordination with Work Force Planning team
* Develop processes & intents for telesales & customer service, aligning with regional GCO leadership
* Create and / or approve text based channel templates, verbiage guidance, and Knowledge Base articles specific to assigned programs
* Work with stakeholders to seek out opportunities to reduce call propensity for assigned programs while maintaining or improving customer experience
* Develop, implement, and manage integrated business planning process

## Qualifications for director marketing operations

* Able to simplify technical jargon into plain language
* Working knowledge and/or certification in agile project working methods and techniques
* Proven ability to solve complex and detailed problems using an analytical and data driven approach
* 2+ of experience in athletics ticketing, marketing, promotions and communications or related field
* Knowledge and understanding of marketing and sales concepts
* Thorough understanding of ticket sales and processes, (University Tickets Experience Preferred)