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# Example of Manager, Marketing Operations Job Description

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

## Responsibilities for manager, marketing operations

* Track, share and manage benchmarks and performance standards across the team, ensuring the marketers have the support and tools they need to deliver these
* Provide advice and consultation to the Sr
* Track expenses associated with campaigns ensuring deliverables are on time and within budget
* Work with DE and IT teams to request, test, and implement platform tags supporting paid acquisition campaigns
* Manage, plan and update our business websites
* Execute and support email campaigns
* Reporting and analysis of campaigns and demand generation programs
* Serve as the expert in preparing reports and maintaining historical databases
* Conduct monthly analysis and reporting of results compared to annual objectives/targets
* Support the budget target setting process and development of strategic financial plans

## Qualifications for manager, marketing operations

* Demonstrated strategic thinking and creative problem-solving skills
* Proactive, quick, decisive, and self-motivated
* Business Analyst (BA) or Bachelor of Science (BS) in Statistics, Economics, Marketing Research or related Mathematics or Business degree
* 10+ years statistical analysis, market research, project management and/or operational experience
* 5+ years working across GBU and Regions with senior-level management
* Ability to interface effectively with management and demonstrate functional disciplines/knowledge