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# Example of Manager, Marketing Operations Job Description

Our company is growing rapidly and is hiring for a 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

* Digital Customer Data Strategy and Oversight–Lead the development of digital data definitions from both internal and third party systems, and offer recommendations/roadmap for improving database design and data capture mechanisms to provide greater insights
* Deliver Deep Insights- Provide direction and leadership for driving the use of behavioral data for decision making and improvements to the digital experience
* Analytics Capability Management– own and evolve the internal digital analytics capabilities managing a continuous improvement roadmap (technology, people, process), to ensure the priority of data capabilities is effectively integrated into the business planning process
* You have the ability to prioritize many tasks across various teams within the organization
* You can provide guidance to ensure successful conclusions
* You can identify problems and provide comprehensive solutions
* You think analytically and strategically
* Updating and leading the Agenda/Reports related to the LM Account Team and client weekly statuses participating on other client weekly meetings as needed
* Establish and drive consistent M&C Operations processes and ways of working by acting as support contact to MANA
* Identify and propose relevant processes, methods and tools to support the MANA M&C organization

## Qualifications for manager, marketing operations

* Ability to build partnerships with stakeholders in other areas of the company
* 5+ years of experience in either Marketing, Marketing Services or a business partnering function
* 3-5 years of experience in Marketing, Product Marketing, or Sales Operations
* Drive for stakeholder satisfaction positive brand image and corporate profitability
* Ability to solve practical problems, applying analytical reasoning and an attention to detail
* Metrics driven and results oriented with demonstrated ability to quickly synthesize and interpret information