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# Example of Manager, Marketing Operations Job Description

Our company is growing rapidly and is looking for a manager, marketing operations. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for manager, marketing operations

* Identify necessary organizations and create core teamsto ensure allstakeholders are available to support the front-line
* Create and consolidate playbooks that will be used byGo To Market the front-line
* Readout on results to leadership throughout the week/weekend
* Partner with internal stakeholders, incumbent will develop, execute and continuously improve performance of consumer and B2B programs
* Support audits to monitor and ensure compliance with industry regulations, company policies, and recommended best practices
* Partner with CRM system admin support system enhancements and future roadmap
* Serve as key point person and integration lead with M&D Operations team and primary contact on cross functional operations/process projects
* Manage the planning and oversee execution of one international 15 person strategic planning meeting per year
* Manage planning and execution of department engagement activities including Townhalls, Brown Bags, Twice-yearly Engagement events (e.g., Helping Hands)
* Manage special Operations projects, as needed

## Qualifications for manager, marketing operations

* 5+ years marketing experience, ideally in performance marketing
* Lead strategic initiatives and discrete projects to identify product, customer, partner or market insights and improve decision-making across various stakeholders, including Country leadership, marketing, product management, Accountant, care
* Formally on quarterly plan with goals set on a 12-month calendar structure
* At appropriate times MBO’s can be introduced in place of or in addition to financial parameters
* Strong communication and people relationship skills
* Knowledge of operational processes, budget and financial rules and processes