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# Example of Marketing Operations, Associate Job Description

Our company is searching for experienced candidates for the position of marketing operations, associate. 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 marketing operations, associate

* Conduct in-depth analysis of our various businesses and develop deep understanding of key value drivers to identify improvement areas and opportunities
* Partner with cross-functional teams to drive forward business plans and special projects
* Create and manage financial/operational dashboards to monitor business line performance and to continually analyze business drivers
* Assist with marketing campaign planning and logistics, which include gathering requirements, ensuring content is ready, and pushing campaign content live in digital channels
* Ensuring campaigns have clear sales follow up actions
* Maintain campaign metrics and visual elements
* Collaborate with cross-functional global teams such as Email Marketing, Creative Services, Digital Media, Webinars, and more
* Helping craft campaign performance updates for upper management business reviews
* Support special projects such as HTML email edits/designs, creation of landing pages
* Ensure all activities are on message and on brand

## Qualifications for marketing operations, associate

* Good industry and operational knowledge of global securities markets
* 2-4 years experience running campaigns in CRM tools
* 2-4 years work experience administering Marketing Automation or Email Marketing
* Middle office/operational experience preferred but not essential
* Graduates, with prior working experience internships, are also welcome to apply
* Bachelor/Master degree or equivalent education