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# Example of Marketing Operations Coordinator Job Description

Our company is looking to fill the role of marketing operations coordinator. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing operations coordinator

* Engage online audiences, both proactively & reactively, as a social media user & administrator
* Content creation for use on social media channels
* Develop & maintain social media content calendar
* Monitor & respond to online & social media reviews
* Use knowledge to provide insight on forecasting, budgeting & social media marketing strategy
* Maintains an in depth knowledge of social media trends, strategies, platforms, tools, policies, industry standards & best practices
* Deliver bi-weekly reports on campaigns & trends
* Evaluate effectiveness of social media marketing campaigns in relation to appropriate target markets so as to increase traffic & make recommendations for improvement of campaigns
* Maintain monthly social media & digital marketing budgets & actuals
* Evaluation & interpretation of web analytics

## Qualifications for marketing operations coordinator

* Bachelor's Degree in Business Administration, Marketing, Journalism or related field
* Demonstrated skill using Excel, Word, and PowerPoint and/or similar presentation tools
* Proactive, organized, dedicated, team player
* 2+ years experience in marketing operations, &/or marketing coordinator or marketing project coordinator/project manager role
* 3+ years of relevant work experience in Supply Chain or Customer Operations
* SAP- order management block -advanced user