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# Example of Marketing Operations Manager Job Description

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

## Responsibilities for marketing operations manager

* Manage campaigns and projects across our marketing impact teams and departments to ensure the successful delivery of marketing services
* Using your expertise in marketing and databases, you'll lead the team in making the maximum strategic use of Eloqua's marketing database
* Manage the development of opening presentations and other marketing deliverables and regional “toolkits” at all key seasonal milestone meetings
* Manage the planning and execution of two SF based, 50+ person global marketing summits and one 40+ person BE Summit (location rotates) per year
* Perform day-to-day marketing activities including email campaign, social media asset creation and web landing page set-up, scheduling, testing, tagging and deployment of one-time, recurring, triggered and dynamic content-driven campaigns
* Support the on-boarding of new contacts and accounts for new hires into CRM from systems such as Outlook, Excel and LinkedIn
* Employ testing and tracking tools using A/B testing and leveraging services such as Google analytics to improve our e-mail and web marketing results
* Ensure compliance with CAN-SPAM, CASL and North American anti-spam regulations laws
* Help to define and implement our strategy for overall marketing analytics and dashboards
* Lead the 24/7 command center bridge to support the Market Ops teams and front-line

## Qualifications for marketing operations manager

* Passion for process and continuous improvements
* BA/BS degree (ideally in Business, Finance, Marketing, and or similar)
* 3+ years of experience within a fast-paced team focusing on acquisition marketing or channel development
* Email campaign management and/or channel end user experience
* Collect market intelligence, business insights and Key Performance Indicators to assess, diagnose and develop in-depth understanding business results
* Exhibit strong operational rigor, establishing clear success metrics of engagement & growth and delivers solid fact based analysis needed to capture growth opportunities