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# Example of Marketing Operations Specialist Job Description

Our company is hiring for a marketing operations specialist. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for marketing operations specialist

* Partner, support and collaborate with the IT Events Tech development team to setup and configure system for upcoming events, deploy new functionality and migrate content between environments
* Provide onsite support for events
* Perform analysis on upcoming releases and resolving issues in internal platforms
* Drive adoption of new product features and new technologies in the internal platform
* Vendor management (agencies, designers, printers)
* Training of small and large groups regarding product and offer changes
* Analysis and reporting on performance of marketing programs and tactics
* Previous telecommunications marketing experience, a plus
* Maintain user roles and profiles, security settings, access settings (User Profiles, Role Hierarchy, Sharing Rules and Security) in Eloqua
* Research changes in upcoming versions of Eloqua and other integrated applications

## Qualifications for marketing operations specialist

* Excellent attention to detail, and/or campaign quality assurance experience
* Very strong organizational and task management skills
* Analytical experience and knowledge of campaign tracking technologies
* Bachelor's Degree or equivalent experience in the area of Digital Marketing, Advertising, or Internet Marketing preferred
* One year hands-on background in email marketing preferred with knowledge of service providers such as Cheetah Mail
* Knowledge and understanding of wireless industry trends and key business drivers