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# Example of Marketing Operations Specialist Job Description

Our company is looking to fill the role of marketing operations specialist. 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 specialist

* Develop and implement Marketo programs, including programming, monitoring, and optimization
* Monitor and manage email campaign deliverability and opt-out requirements to assure legal compliance (CAN-SPAM and CASL)
* Support database health - ensure data cleanliness and completeness leveraging tools in Marketo, Salesforce and third-party data providers
* Implement segmentation strategies for targeted verticals and personas
* Build and report on dashboards, funnels, and campaigns between Salesforce and Marketo
* Provide day-to-day system, administration and configuration support for all Marketo users
* Strong attention to detail, ability to manage multiple projects in parallel and high degree of initiative to drive projects to completion
* Manage promotional inventory quantities for the commercial organization to ensure efficient, accurate and compliant warehousing of marketing promotional materials
* Manage field representative ordering trends and recommendations based on metrics and historical data
* Manage label updates across PMM team to ensure seamless end-to-end process including document destruction process and archive of certificates of destruction

## Qualifications for marketing operations specialist

* Experience with supporting CRM applications in a business analyst or programmer role
* Knowledge of Integration software include Mule ESB and Jitterbit
* Good time management skills with ability to juggle multiple projects/tasks across various user groups
* Bachelor Degree in Computer Science or other related technical field
* 2+ years of experience programming in Apex Code and Visualforce Pages
* Master degree in relevant business or technical discipline