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# Example of Marketing Operations Job Description

Our innovative and growing company is looking to fill the role of marketing operations. 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

* Be responsible for vetting production capabilities of our agency partners
* Work to make recommendations as to whether or not additional Production Agency (or internal creative) support is needed (in instances where the agency of origin is not equipped)
* Build relationships with external digital agency partners for production needs and continue to evaluate and (potentially) activate hiring internal resources to become more self-sufficient in the digital production process
* Own day-to-day communications and escalations with all external production and ad serving affiliates in order to efficiently manage digital production and dynamic initiatives
* Effectively gather and communicate priorities to ensure teams are aligned and product road maps mirror internal needs
* Support product development and launches to ensure that the feedback loop is consistent
* Partner with Ad Technology team to identify needs that will increase scale and efficiency
* Extensive reporting on bi-weekly forecasting and forecast versus actuals
* Frequent meetings with internal marketing stakeholders to resolve their needs and support decision making
* Process purchase orders, invoices and check requests

## Qualifications for marketing operations

* Able to work independently and proactively, identifying issues and raising them to management, offering potential solutions
* 8+ years of marketing experience, preferably within the Entertainment industry (network, game publisher or studio environment)
* Has managed a team in a fast paced environment
* University Degree, Post Graduate qualifications preferred
* Expert knowledge of marketing workflows and demonstrable experience with vendors to establish best practices
* Minimum of two years’ experience in similar role within the live entertainment or digital media industries is preferred