



# Example of Director Marketing Operations Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our growing company is searching for experienced candidates for the position of director marketing operations. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for director marketing operations

- Establish & maintain vendor relationships regarding price and timeline negotiations fulfillment needs related to our print and digital distribution
- Direct email data processing efforts such as opt-out preferences, address validation
- Evolve our digital production model to include agile versioning and scalability to multiple platforms
- Cross collaborate with creative, strategy and media teams to drive creative innovation and testing, share key learnings and establish thought leadership
- Plan and manage internal and external digital production communications and workflows, ensuring effective exchange of campaign information and asset deliverables
- Build and manage our digital production agency network to assure that we eliminate bottlenecks and produce high-quality creative with appropriate velocity
- Shepherd scope, budget, and overall digital production resources
- Support the development of country marketing plans that deliver against country business priorities
- Assist the VP Marketing NRG, Senior team colleagues and relevant business stakeholders in developing an overall marketing and advertising development & support strategy which is in line with customer and business needs
- Build & lead teams that will be responsible for advertising sales operations, advertising/marketing technology and sales development, customer solution

marketing product management and marketing/advertising analytics & reporting

## Qualifications for director marketing operations

- 8+ of online marketing and display advertising experience, with an emphasis on display, rich media, video and paid social for desktop and mobile platforms
- Strong understanding of the underlying infrastructure of digital creative including fluency with dynamic creative concept development and execution
- Expert knowledge of the trends and limitations of the evolving global digital marketing ecosystem, including exposure to/experience with publishers, programmatic buying, paid social platforms and dynamic creative technologies
- Experience managing a high volume of creative and campaign types in parallel, while leading diverse geographically dispersed teams
- University Degree, Post Graduate qualifications in related field preferred
- Bachelor's degree in Business, Marketing, Economics, or related field required