Example of Director Marketing Operations Job Description

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Our innovative and growing company is looking to fill the role of director marketing operations. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for director marketing operations

- Work with the Director Marketing, NRG Customer Development/Institutions and Director Marketing, NRG Customer Development/Consumer to define & launch a lead generation strategy & program
- Share expertise for marketing tools and technology within our NRG marketing & Ops teams
- Champion NRG and broader organizational understanding of emerging technology, the digital ecosystem and its' effects on omni-channel marketing best practice
- Manage associated department and staff budgets
- Development and execution of creative and innovative marketing / promotional campaigns for all 16 intercollegiate sports programs
- Maintains email marketing calendar and creates email content, plan and coordinate all activities related to email execution and reporting
- Oversee the image of the athletics department
- Develop and implement strategic marketing initiatives across all sports to activate lead generation in the local community and engage the Athletics fan base
- Responsible for maintaining all ticket office equipment and inventory
- Coordinates efforts with ticket office and sales center to maximize ticket sales and drive revenue for athletics programs

Qualifications for director marketing operations

- Customer and product management/development experience with a premium brand
- Modern marketing measurement and program development skill
- Strong analytical and decision making aptitude
- Able to plan work load meticulously, and deliver to deadlines
- Ability to create convincing business cases to help visualize ideas and business benefits