



Example of Marketing Operations Manager Job Description

Powered by www.VelvetJobs.com

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

Responsibilities for marketing operations manager

- Manage cross-functional alignment of marketing processes / roles & responsibility for strategy & planning, creative direction, product marketing, innovation, design, product operations, concept-to-consumer, brand management, markets
- Managing technical aspects of key marketing systems (marketing automation, CRM) used to generate, distribute, and report on the complete sales funnel
- Creating and maintaining metrics reports on marketing and sales activities and effectiveness and business impact
- Collaborate with the Web team to develop and execute a Marketo form strategy, ensure we leverage all available website data and activity in Marketo to maximize opportunities for personalization and nurture programs
- Maintain knowledge of industry best practices and emerging trends in retail marketing and marketing operations
- Owning the brand marketing calendar communication across all levels of the organization including milestone status, potential risks, decisions made, process updates
- Manages OAPro (On-Air Promotions project management and work order software) and FOX Media Cloud (serves as a promo library and also as a delivery system to TOC and FOX affiliates) for the Marketing Operations department
- Support the process for the timely management of marketing leads, lead flow and lead handover to Sales teams

- Analyzing marketing and sales data to develop insights and make recommendations on areas for optimization

Qualifications for marketing operations manager

- Expert in MS Excel with ability to turn data into a story
- Requires a Bachelor's degree in finance, marketing or a related field
- 4 to 8 years of finance, marketing or related field experience with progressively more responsibility and a track record of results is required
- High proficiency in Excel (lookups, pivots, formulas) and facility with file formatting and manipulation
- First level Business degree qualification
- Will depend on the geography of the assigned position and business priorities (approx >30%)