



Example of Marketing Operations Manager Job Description

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Our company is growing rapidly and is looking to fill the role of marketing operations manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for marketing operations manager

- Advise on best practices and educate marketing peers with regard to marketing mix, multi-channel, optimization, automation capabilities, testing, and projected results
- Stay current with best practices and industry standards related to email - ensure spam compliance (CAN-SPAM) and data privacy regulations
- Primary lead for marketing forecasting and campaign planning and point of contact for cross-functional stakeholders
- Coordinate with Operations and Marketing team on forecasting and ideal campaign launch timing and sizing
- Assist with execution of marketing campaigns with the goal of Google Express growth, ensuring execution stays inside of set budget and delivers against forecasts
- Help marketing team understand results of campaigns and ideal next steps given performance
- Review, Analyze and evaluate ideas and opportunities to develop new capabilities or enhance existing capabilities to improve marketing effectiveness and execution, operational efficiency and team member engagement
- Collaborate with Marketing Operations Innovation leadership to develop and prioritize high value ideas to include in innovation and prototyping processes
- Develop portfolio and road-map recommendations for Marketing Operations

- Assist in driving the business review and planning cadence and managing the marketing scorecard by tracking results against KPIs

Qualifications for marketing operations manager

- Support resource planning on an annual, quarterly and project-by-project basis
- Deploy / adapt and embed globally-agreed processes and workflows in-region or create new processes and workflows for greatest efficiencies, following-through on seamless deployment
- Proficiency with Microsoft Office, including Excel required
- Overall knowledge of creative workflow, print and digital products
- Excellent composition/grammar
- 3-5 years work experience with relevant experience in email or marketing operations