



Example of Marketing Operations Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position 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

- Manage technical aspects of key marketing systems (marketing automation, bFO CRM integration) used to generate, distribute, and report on leads
- Assist the Marketing Team in driving the marketing calendar
- Working with the industry and portfolio marketing leads, manage a rich content calendar that attracts a qualified audience to our digital content (including blog posts, whitepapers, ebooks, reports, webinars, infographics, videos)
- Create closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers
- Analyze and report on marketing and sales activities, effectiveness, and business impact and to develop insights and make recommendations on areas for optimization
- Identify and ensure projects on the marketing roadmap support business objectives
- Partner to Evolve Enterprise Wide Analytics Capabilities—represent marketing perspective in partnership with analytic groups across the organization to develop an appropriate operating model to manage and support cross channel analytics and strengthen cross-channel/enterprise knowledge and capabilities

- Practice Ownership and Subject Matter Expertise- Maintain ongoing expertise on digital marketing technologies around targeting, advanced analytics & modeling, data visualization, ad-serving, data management, social monitoring, and search
- Ensure resource availability and allocation - liaise closely with multiple teams (Sales & Marketing, Groups & Corporate Travel, Digital Experience, Insights, Social & Content, IT Labs, Finance etc) in successfully delivering projects

Qualifications for marketing operations manager

- MBA and previous experience in retail and/or ecommerce
- Excellent operational skills with financial/business acumen and strategic mindset
- 6+ years of consumer marketing experience in high-technology consumer companies
- Superior communication, creativity, and analytical skills
- High attention to detail and proven ability to manage multiple, competing priorities simultaneously and managing projects across teams
- Experience with large scale web architectures including gathering requirements and working across a matrix organization to deliver results