



Example of Marketing Operations Manager Job Description

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Our growing 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

- Any other tasks allocated by the Marketing Operations Director
- Assists in the execution of marketing communications tactics, including internal meetings and communications, collateral (print and electronic), capabilities presentations, client communications, direct mail and advertising
- Support marketing leadership with planning & budgeting
- Review and improve all organizational processes and design to enable the delivery of marketing excellence and hence support the strategic priorities of the company
- Define, implement and own all marketing related reporting & analytics enabling continuous improvement
- Create a marketing insight centre of excellence to better understand clients and influencers
- Work closely with engineering, product marketing and creative team to create, test and launch campaigns in a timely manner
- Manage eSubscribers preference centers, Marketing Cloud asset libraries for dynamic content and targeted e-newsletters insuring compliance with internal data governance policies and external regulatory requirements
- Manage email templates and landing pages in collaboration with external and internal Creative Marketing agencies
- Manages projects for enhancing existing products and developing new products

- MS Excel and other MS office applications
- Proactive, energetic, and enthusiastic problem solver
- 3+ years of experience in a management, particularly in market analysis, business management, strategy, business development, or operations
- Strong analytical toolkit
- Marketing Operation Systems Ecosystem
- Advanced Salesforce knowledge, including reporting, points of integration