



Example of Marketing Operations Manager Job Description

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Our company is hiring for a marketing operations manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing operations manager

- Manage campaigns and projects across our marketing impact teams and departments to ensure the successful delivery of marketing services
- Using your expertise in marketing and databases, you'll lead the team in making the maximum strategic use of Eloqua's marketing database
- Manage the development of opening presentations and other marketing deliverables and regional "toolkits" at all key seasonal milestone meetings
- Manage the planning and execution of two SF based, 50+ person global marketing summits and one 40+ person BE Summit (location rotates) per year
- Perform day-to-day marketing activities including email campaign, social media asset creation and web landing page set-up, scheduling, testing, tagging and deployment of one-time, recurring, triggered and dynamic content-driven campaigns
- Support the on-boarding of new contacts and accounts for new hires into CRM from systems such as Outlook, Excel and LinkedIn
- Employ testing and tracking tools using A/B testing and leveraging services such as Google analytics to improve our e-mail and web marketing results
- Ensure compliance with CAN-SPAM, CASL and North American anti-spam regulations laws
- Help to define and implement our strategy for overall marketing analytics and dashboards
- Lead the 24/7 command center bridge to support the Market Ops teams and front-line

- Passion for process and continuous improvements
- BA/BS degree (ideally in Business, Finance, Marketing, and or similar)
- 3+ years of experience within a fast-paced team focusing on acquisition marketing or channel development
- Email campaign management and/or channel end user experience
- Collect market intelligence, business insights and Key Performance Indicators to assess, diagnose and develop in-depth understanding business results
- Exhibit strong operational rigor, establishing clear success metrics of engagement & growth and delivers solid fact based analysis needed to capture growth opportunities