



# Example of Marketing Operations Specialist Job Description

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

## Responsibilities for marketing operations specialist

- Co-ordinates Global Marketing Center survey, stakeholder feedback, employee survey
- Conduct lead quality analysis including lead & meeting quality measurement, lead accept/reject rates
- Assist with SLA definition, measurement and enforcement across teams, including Marketing to Telemarketing
- Define, manage business processes supported by key marketing systems (Marketo, SFDC, Adobe, ) used to generate, distribute, and report on leads
- Provide peer review of first drafts and training of junior team members
- Work across the global MSIM Business Development teams located in North America, Europe and Asia
- Detailed analysis of the quarterly financial and operational results of wireless industry peers and adjacent companies
- Ability to derive competitive data points based on reported or known public information about our competitors or using third-party reports
- Ability to benchmark results for like-for-like comparisons between competitors
- Listening to Earnings Calls, Analysts' Conferences, and other events where our competitors disclose information and the ability to synthesize and summarize key takeaways

## Qualifications for marketing operations specialist

- Passion for Marketing/PR
- Develop refreshable reporting from Salesforce.com, Adobe Site Catalyst, and other internal reporting systems to provide ongoing visibility of the full marketing and sales pipeline
- Develop reporting to monitor response and follow-up thresholds for leads and opportunities in the pipeline, to provide accountability and visibility into the sales pipeline
- Strong interpersonal and communication skills, including the ability to work and communicate simply with diverse skill sets and cultures pan-region, ie
- Excellent at written and verbal presentations