**Marketing Operations Specialist**

**Overview**

The Marketing Operations Specialist plays a critical role in optimizing and executing the marketing team’s systems, processes, and analytics. This role ensures the marketing function is running efficiently, leveraging data and tools to improve campaign performance, lead management, and marketing-to-sales alignment. The Marketing Operations Specialist will act as the technical backbone of the marketing department, supporting automation, reporting, and process scalability.

**Key Responsibilities**

**Marketing Technology & Automation (40%)**

* Own the administration and optimization of the marketing automation platform ([Marketing Automation Platform Name], e.g., Marketo, Pardot, HubSpot).
* Configure, test, and deploy email campaigns, landing pages, nurture programs, and workflows.
* Maintain integrations between the marketing automation system and [CRM System Name] to ensure smooth lead flow and accurate data synchronization.
* Evaluate and implement new marketing technologies to expand team capabilities.

**Campaign Operations (20%)**

* Partner with demand generation and content teams to operationalize marketing campaigns across digital channels.
* Ensure campaigns are set up with correct tracking, audience segmentation, and compliance (CAN-SPAM, GDPR, etc.).
* Monitor campaign execution to ensure deadlines are met and assets are properly QA’d.

**Data Management & Governance (20%)**

* Maintain clean and accurate marketing data, including lead and contact records within [CRM System Name] and [Marketing Automation Platform Name].
* Standardize data input, enrichment, and hygiene practices to ensure accuracy for reporting and segmentation.
* Work with third-party data sources ([Data Enrichment Tool Name], e.g., ZoomInfo, Clearbit) to enhance database quality.

**Reporting & Analytics (20%)**

* Build and maintain dashboards and reports in [BI Tool Name], [CRM System Name], or [Marketing Automation Platform Name] to track KPIs (MQLs, pipeline contribution, campaign ROI).
* Provide actionable insights and recommendations to marketing leadership to improve campaign effectiveness and lead conversion rates.
* Support attribution modeling and help define marketing-sourced vs. influenced metrics.

**Cross-Functional Collaboration**

* Work closely with sales operations to align on lead scoring, routing, and SLAs.
* Collaborate with product marketing, demand generation, and digital teams to ensure consistent campaign execution and messaging.
* Act as a bridge between marketing, sales, and operations to optimize processes and systems.

**Qualifications**

**Required**

* Bachelor’s degree in Marketing, Business, or related field (or equivalent experience).
* 2–4 years of experience in marketing operations or digital marketing with a focus on systems and data.
* Hands-on experience with marketing automation platforms ([Marketing Automation Platform Name]) and CRM ([CRM System Name]).
* Strong understanding of lead lifecycle management, campaign operations, and reporting.
* Intermediate skills in Excel/Sheets, data manipulation, and building reports.

**Preferred**

* Experience with BI/reporting tools ([BI Tool Name], e.g., Tableau, Power BI, Looker).
* Knowledge of data governance and privacy regulations (GDPR, CCPA).
* Familiarity with A/B testing, attribution models, and funnel analytics.
* Exposure to iPaaS platforms ([iPaaS Tool Name], e.g., Workato, Tray.io, Zapier) for integrations.

**Success in this Role Looks Like:**

* Accurate and seamless data flow between marketing systems and [CRM System Name].
* Marketing campaigns executed on time, with proper tracking and measurable ROI.
* Clean, enriched marketing database supporting effective segmentation and personalization.
* Reliable reporting that leadership can use to make informed strategic decisions.
* Strong alignment between marketing and sales teams on lead management and KPIs.