

Common Marketing Operations Roles & Desired Traits

Role	Job Description	Desired Candidate Traits
Vice President of Marketing Operations	In larger organizations with a sizable marketing operations team, this position oversees the entire team. This VP also leads the analysis of important organizational purchasing decisions for software and marketing technology.	This role requires deep experience in marketing and a background in overseeing a marketing operations department. It also requires extensive project management and budgeting experience.
Marketing Operations Manager	This person oversees all marketing operations. They also analyze marketing initiatives for effectiveness and efficiencies. In addition, this manager hires, oversees, trains, and develops an effective marketing operations staff.	This manager is an organized, methodical team player with extraordinary interpersonal skills. They must be able to manage complex projects.
Marketing Technology Manager/Specialist	This role oversees the use of all marketing technology, trains the team on the effective use of such technology, and continually assesses the organization's technology for improvements. They also assess the marketplace for new technologies that the organization might adopt and integrate with existing systems.	This person has deep experience in using, assessing, and adapting marketing technology. They also have experience in training and working with the marketing team members to help them understand and use marketing technology.
Data and Analytics Manager/Specialist	This manager/specialist analyzes and interprets marketing data to help marketing managers understand the effectiveness of the organization's overall marketing and individual campaigns. This person uses predictive modeling and other analysis to help the organization decide on future marketing investments and initiatives.	This person has deep experience in data analysis in marketing, along with strong mathematical and analytical problem-solving skills.
Digital/Web Platform and Strategy Specialist/Manager	This person oversees all public-facing web platforms for the organization and ensures that those platforms are technically sound and continually adapted based on audience analytics. They also help strategize to increase overall traffic, improve customer experience, and convert more website viewers into customers.	This specialist/manager has experience in developing and improving websites for sales-based organizations, as well as proven expertise in analyzing and increasing website traffic and conversions.
Marketing Operations Specialist	This person helps keep all the day-to-day functions of marketing operations running smoothly. They also track marketing metrics and help analyze marketing campaigns. In addition, they manage projects, help teams meet deadlines, and support the marketing manager in various other ways.	They have experience in marketing and marketing operations. They are creative, detail-focused problem solvers.
Inside Sales/Business Development Representative	This person reaches out to potential customers through various marketing tools, including emails, website interaction, and social media. They help the team collect information on potential customers who've expressed interest in the organization's products and ensure that such info gets to the sales team.	This rep has experience in sales and is detail oriented, persistent, and thorough.
Email Specialist	This specialist creates marketing emails, sometimes from other materials. They help build and test email marketing campaigns, including running A/B tests on alternate versions of marketing emails. They also ensure appropriate delivery of such emails and monitor the results.	This person is a strong, detail-oriented writer and editor. They have the ability to analyze, assess, and quantify the results of marketing emails.
Media Specialist	This specialist purchases media (including broadcast, print, online, and other channels) for marketing messages. They also track budgets and monitor media spending.	This person has experience in media purchasing and is a detail-oriented, thorough strategist.
Content Editor	The content editor creates content for all channels of an organization's marketing. They track and organize all of the organization's existing content and repurpose that content for various channels and marketing uses. Organizations frequently position the content editor within the overall marketing team, rather than within marketing operations. You can also hire a contractor for this role.	A strong writer and editor, this person is detail-oriented, fast, thorough, and accurate.
Graphic Designer	The graphic designer works with the content editors to create compelling design and images that enhance and empower an organization's important marketing messages. Organizations frequently position the graphic designer within the overall marketing team, rather than within marketing operations. You can also hire a contractor for this role.	This person has experience in graphic design and graphic design for sales. They are able to create compelling design and images that capture interest and enhance sales.