

Recruiting people who are changing the world through cutting edge technology.

A Marketing Operations Manager plays an essential role in that they will work closely with the marketing team to manage creative projects and timelines for the department. To be successful a Marketing Operations Manager will be able to understand creative processes as well as build workflows for the marketing automation system, which without would not be able to work as effectively.

Below is our guide to understanding the role of a successful Marketing Operations Manager.

What skills do I need to be a Marketing Operations Manager?

Marketing Operations Manager's need to have a variety of skills, but one of the key ones is the ability to project manage. Planning and managing projects from a design, marketing, PR and communications prospective is no mean feat and requires a level of understanding, communication and the ability to proactively manage deadlines.

Marketing Operations Managers also need to think creatively, be highly organized and be able to think logically, as their role will involve reviewing processes and workflows to ensure that a project is productive and efficient.

What other skills should I work on / or possess?

Other skills that would be highly beneficial, or should be on your agenda to acquire are:

- Knowledge of relevant data, processes and systems
- Strong analytical skills
- Reporting and data analysis experience
- Marketing automation experience
- Experience carrying out an implementation within a marketing automation platform



What types of marketing automation platforms are there?

Marketing automation platforms come in all shapes and sizes, and consequently will be suited to different types of organisations.

Some of the more well know marketing automation platforms for large enterprises include; Salesforce Marketing Cloud (Pardot, Silverpop), Oracle Marketing Cloud (Eloqua), Marketo, HubSpot, CallidusCloud Marketing Automation and SAP Hybris.

Whereas platforms such as Constant Contact, Spark (by Marketo) and Appshore are more suited to the SME market.

However, there are a multitude of other platforms out there, and new ones being released all the time.

What other things should I know about marketing automation?

Due largely in part to the rapid production of more sophisticated technology, marketing automation is always changing. This can be both exciting and frustrating, in that it is very hard for businesses to keep up to date with the latest capabilities of marketing automation platforms.

And working with many marketing automation experts, their biggest advice is always to keep a handle on the analytics behind the marketing automation. Many companies have invested huge sums of money on the latest platforms, and it becomes the responsibility of the Marketing Operations Manager to control the budget and spending on the latest must have technology, and justify the return on investment.

What type of companies can I work for?

Many types of companies take on Marketing Operations Managers, as these skills are in high demand. Types of companies, include;

- Technology consulting companies
- Technology re-sellers
- Independent Software Vendors (ISVs)
- End-users covering every industry

We have a number of roles for Marketing Operations Managers. We would be happy to talk to you about your needs and then introduce you to some clients, who we feel would suit you

Call us on 020 8123 7769 or contact the Marketing Automation and Digital Marketing team on ma@resourceondemand.com and one of our team will be happy to help.