

**Job Title: Marketing Operations Manager**

Department: Marketing

Reports to: Sr. Marketing Manager

Location: San Francisco, CA

**Position Summary:**

Reporting to Marketing and Sales and working closely with Operations, this person will develop and use automated marketing and sales tools for analysis of lead management, sales insight and pipeline activity. Candidate will track key metrics, be responsible for in-depth reporting and develop dashboards and ad-hoc analyses.

**Responsibilities:**

- Implement, maintain and measure multi-channel marketing campaigns using robust web-based sales and marketing applications.
- Generate reports; coordinate database information for departmental projects.
- Be point of contact for all software-specific questions.
- Administer database information for inter-departmental projects.
- When appropriate, lead vendor reviews and contract negotiations for competitive tools, fulfillment and agreement programs.
- Work with marketing to manage and coordinate agency to create web pages and maintain content and online forms.
- Create HTML marketing and general operations emails.
- Maintain integrity of data collected in systems.

**Qualifications:**

- Bachelor's Degree from top school in Marketing, Economics, Math, Science, Statistics or related field; MBA strongly preferred.
- Minimum four years in demand generation or marketing operations position.
- Highly proficient in sales/marketing software programs and their applications (i.e. SalesforceCRM, Marketo).
- Experience with database marketing, closed loop sales process. Articulate web analytics and reporting.
- Project management.
- Customer Service experience.
- Experience in academic setting preferred, but not required.