

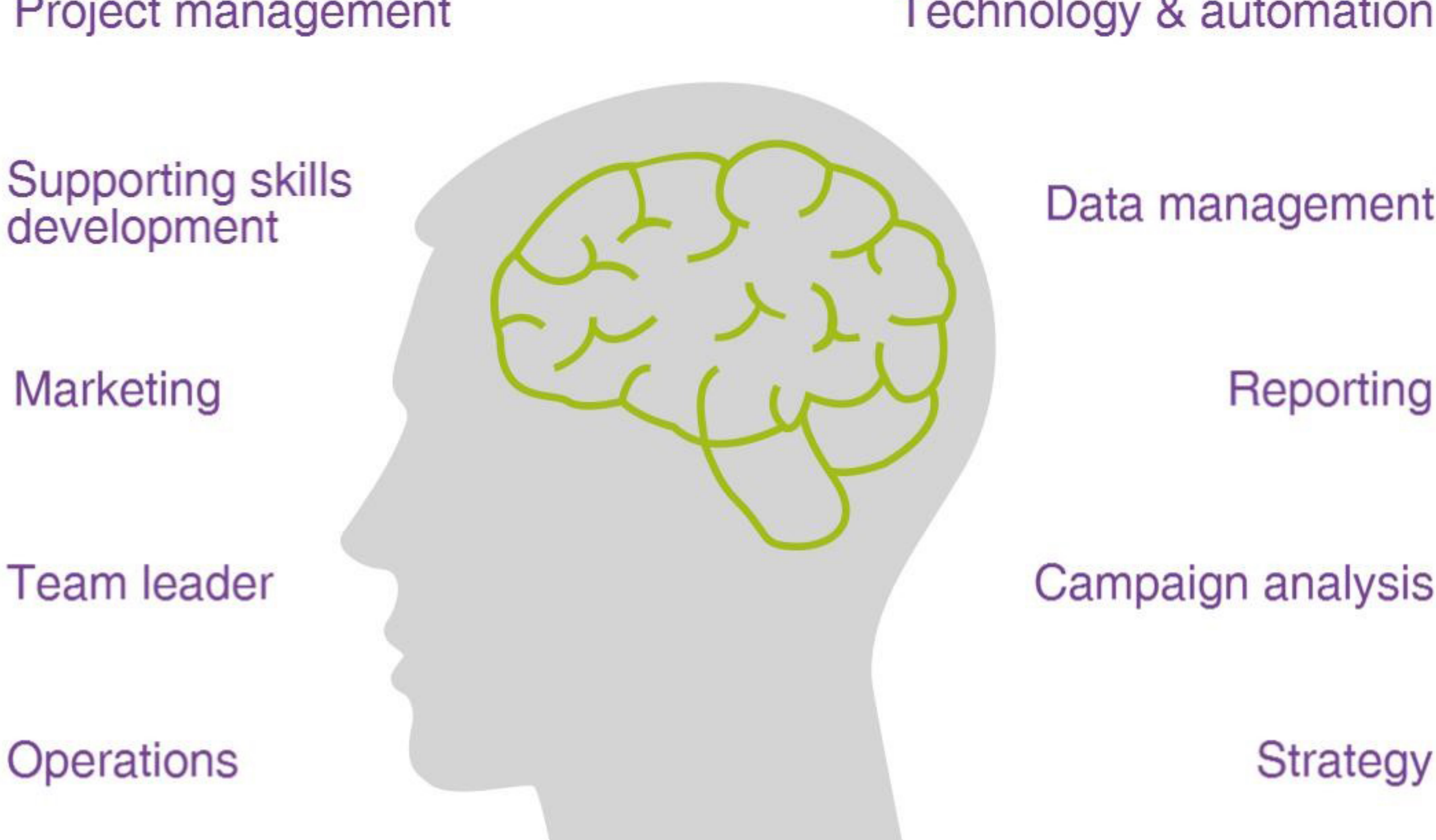
THE HYBRID SKILLS OF A MARKETING OPERATIONS LEADER



The Marketing Operations leader is a hybrid mix of multiple cross-discipline skills that supports the ever-changing marketing technology space.

The Marketing operations leader requires cross-organizational skills including marketing and sales, project management, data, reporting and the knowledge to implement and manage complex marketing technology stacks.

MARKETING OPS SKILLS



John Donlan, Research Director for Marketing Operations Strategies at Sirius Decisions, revealed that the essential competency for Marketing Ops pros is a bridge of business strategy, data, analytics and technology.

“The most effective marketing operations professionals that I know are able to wear the strategic hat of a Chief of Staff, but then also understand the very real operational and technical implications behind business-driven initiatives.”

Integrate, 2017

TECHNOLOGY & AUTOMATION



Marketing operations have a responsibility to integrate the right CRM and marketing automation systems and tools that will scale together to support business growth.

The knowledge and experience in implementation, configuration and integration of these systems is invaluable in facilitating sales and marketing alignment.

You also need the ability to continually optimize a technology stack, from analyzing to selecting the right additional automation tools, without blindly adding the latest shiny tool.

“Marketing technologists, in particular, have a critical role in navigating the ecosystem of more than 2,000 marketing-technology providers to create solutions that deliver the most effective customer experiences.”

Chief Martech Blog, 2015

MEASUREMENT & ANALYTICS



As businesses become more customer-centric, the ability to capture and measure throughout the buyer journey is key in building an understanding of buyer behavior.

Setting up tracking as far down the funnel as possible will provide insights on marketing's contribution to revenue and how to optimize strategies for revenue.

A marketing operations leader must be able to communicate marketing performance measurement with other departments and different stakeholders to support better decision making.

“A marketing operations leader should have a strong background in the discipline of marketing, but people with strong operations experience and a propensity to develop their skills in marketing can also fulfill many roles within the team.”

Sirius Decisions

PROJECT MANAGEMENT



The ideal marketing operations practitioner comes from a project management/ operations background and can manage budget, knowledge, change and skills transfer, as well as having the experience in marketing and technical aptitude.

You should be capable of leading a team, managing people who own and operate the marketing processes and oversee its governance. This includes collaboration with all teams and alignment across the organisation to succeed.

TAKEAWAYS



Execute like a scientist. Be a leader in gathering, analyzing and governing data to help marketing teams reach marketing goals aligned with sales to drive growth.



Provide knowledge and skills in building effective marketing technology stacks to build a strong foundation and continue to optimise.



Manage change, knowledge, skills transfer and communication between sales, marketing and other departments in your organisation.