

# Argentina Jobs Expertini®

## Marketing Operations Manager

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Company: Welocalize

Location: Argentina

Category: other-general

As a trusted global transformation partner, Welocalize accelerates the global business journey by enabling brands and companies to reach, engage, and grow international audiences. Welocalize delivers multilingual content transformation services in translation, localization, and adaptation for over 250 languages with a growing network of over 400,000 in-country linguistic resources. Driving innovation in language services, Welocalize delivers high-quality training data transformation solutions for NLP-enabled machine learning by blending technology and human intelligence to collect, annotate, and evaluate all content types. Our team works across locations in North America, Europe, and Asia serving our global clients in the markets that matter to them. [www.welocalize.com](http://www.welocalize.com)

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### Job Description Summary

As the Marketing Operations Manager, you will be responsible for driving data integrity, implementing processes, and project management. You will work closely with the Marketing and Sales teams and leadership within the organization. This global role will leverage data and insights to drive key decisions along with building out the Marketing Ops

function.

## **MAIN TASKS & RESPONSIBILITIES**

- Lead the vision, strategy, development, and measurement of Marketing Operations to improve and optimize knowledge, behavior, and skills.
- Manage and own Marketing projects, reporting, and dashboards.
- Partner with Marketing and Sales leadership and management to define needs and priorities.
- Own the lead management process, workflows, and improvements.
- Build and maintain Marketing automation tools and data enrichment platforms.
- Manage data hygiene of accounts, contacts, and leads within Salesforce to ensure a smooth process.
- Maintain strong collaboration with Sales Leadership, RevOps, Marketing, and Product teams.
- Track and communicate the progress of Marketing initiatives and pacing to key performance metrics.
- Manage top-of-funnel metrics, integrity, insights and report on trends.
- Drive adoption and scale Marketing processes.
- Communicate effectively to ensure all stakeholders are aligned and view Marketing initiatives as a multiplier.
- Ability to create impactful presentations and documents about processes, new workflows, and tools Drive continuous innovation and improvement.

## **REQUIREMENTS**

- Bachelor's degree in Business, Marketing, Business or a related field (or equivalent relevant experience).
- 3-5 years of proven experience in marketing operations or strategy.
- Experience with building reports and dashboards in Salesforce.
- Strong, detailed knowledge of marketing operations, processes, tools and workflows.
- Proven track record in creating, delivering, and training successfully with measurable results in fast-paced environments.

- Experience with Marketing tools like HubSpot, Marketo, and Chili Piper.
- Proven track record of working with and influencing executives and leaders.
- Strong written and communication skills.
- Thrives in a fast-paced environment.
- Excellent presentation and delivery skills.
- Self-motivated with the ability to work with minimal supervision.
- Strong process and analytical skills to identify inefficiencies and create improvements.
- Experience working in a global capacity.

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