

Director, Marketing Operations
Old Dominion University

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Posted Nov. 16, 2023, set to expire Oct. 31, 2024

Job Title Director, Marketing Operations
Department DL ONLINE COURSE DEVELOPMENT
Institution Old Dominion University
Norfolk, Virginia

Date Posted Nov. 16, 2023

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Director/Manager

Academic Field(s) Public Relations/Marketing

Job Website <https://jobs.odu.edu/postings/19807>

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Job Description

The Director, Marketing Operations, will manage the ODUGlobal marketing technology team leading Salesforce Marketing Cloud to drive enrollment. This individual will prioritize the projects, resources and attention for Marketing Cloud to ensure users are aware of best practices and changes to the platform. The Director will produce guidance and project strategy across teams and campaigns, meet with vendors for product demos and value-add service projects, monitor reports and dashboards to drive business decisions and drive campaign optimization across channels.

Minimum Qualifications

Master's degree in marketing, business, or a related field. Or, a bachelor's degree with work experience equivalent to a master's degree in the preceding areas of study.

- Excellent project management skills with keen attention to detail and strong organizational abilities

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- Considerable knowledge of higher education enrollment processes and marketing strategies.
- Proven ability to prioritize tasks, meet deadlines, work under pressure, and when necessary, with minimal resources
- Strong analytical skills
- Considerable experience in marketing operations.
- Considerable experience in Marketing Cloud and Salesforce related applications.
- Experience in data-driven decision making

Preferred Qualifications

- Some prior experience working in higher education enrollment and/or marketing positions.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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