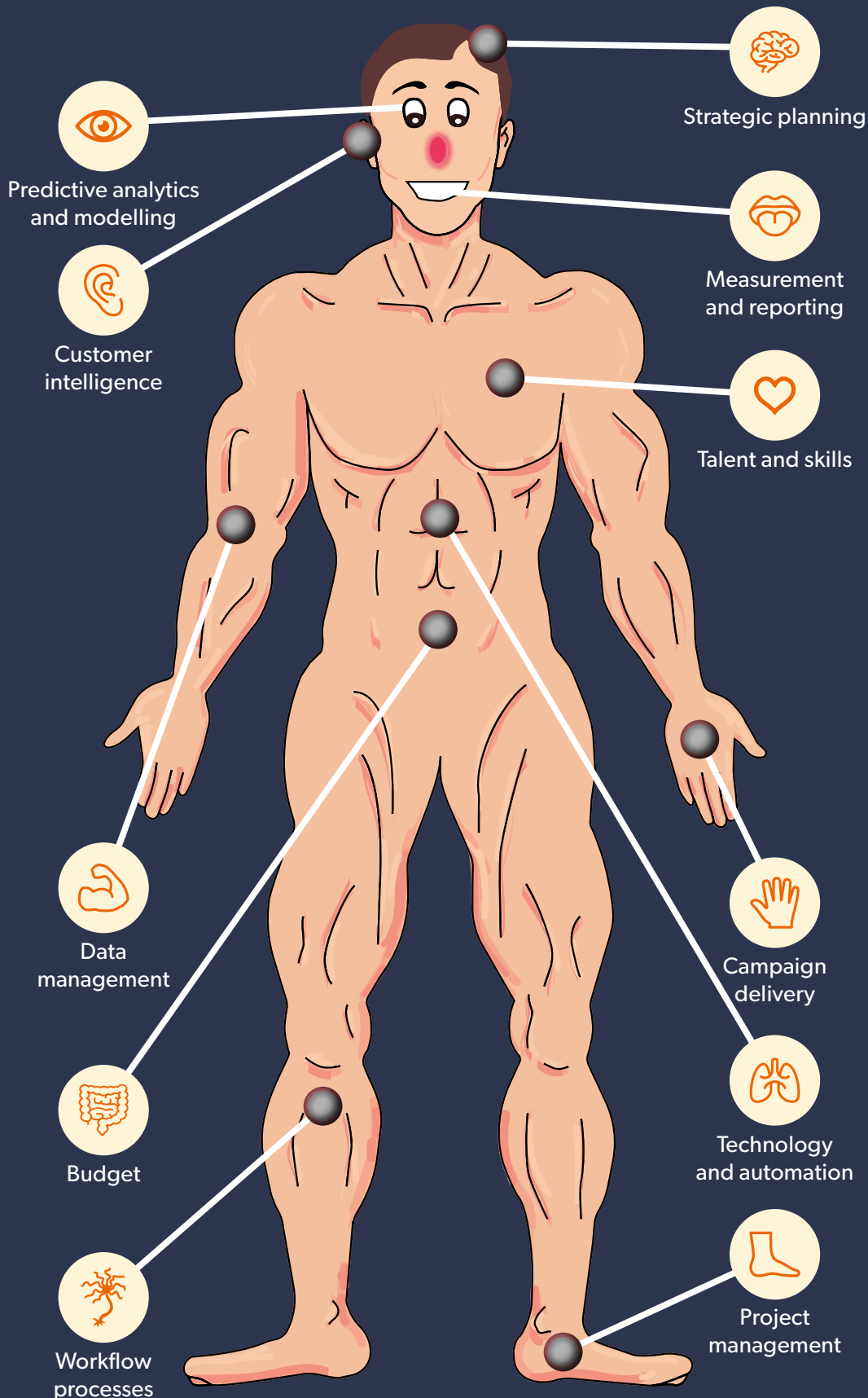


Are you built for marketing operations excellence?

What skills and attributes do you need to tone and how do you avoid the shocks?



-  **Strategic planning:** The brains behind the effort will be your clear strategic planning.
-  **Predictive analytics and modelling:** You'll need predictive analytics to hold a clear vision of the road ahead.
-  **Customer intelligence:** You must keep an ear to the ground on your customers' needs, challenges and feedback.
-  **Measurement and reporting:** Expect to measure and report to key stakeholders on the performance of all endeavours.
-  **Data management:** You'll have to put some elbow grease into your data management and analytics.
-  **Campaign delivery:** You'll be a guiding hand for the delivery of campaigns.
-  **Talent and skills:** People are the heart and soul of the operation, together with the passions and skills they carry.
-  **Budget:** Central to everything, the budget is the guts of operations.
-  **Technology and automation:** A key part of the job is buying and integrating technology – from your CRM to attribution software.
-  **Workflow processes:** Just like the blood circulating through your veins, your workflow processes are the life force of all marketing operations.
-  **Project management:** Running and managing numerous projects will of course be vital to the role.

