



Smartsheet is seeking an experienced Marketing Operations Director to own all process related to Marketing education, productivity, and support of marketing automation. The primary responsibility is to create excellence in marketing analytics, insight, strategy, and execution for a rapidly growing marketing organization. The Marketing Operations Director will augment the Marketing managers' efforts to get operations increasingly productive by creating and managing the ongoing processes, performance dashboards, training and tools. You will be part of an innovative and successful results-driven, high-energy team with a differentiated and high value SAAS platform that delivers real productivity to organizations of all sizes and industries. This role requires a team player with a unique blend of business ownership, marketing & operations acumen, leadership, agility, and communication skills.

This exciting and high profile role reports to the VP of Marketing and is based in Smartsheet's corporate offices in Bellevue, WA.

Job responsibilities include:

- Participate in creating GTM priorities, processes and testing strategy
- Coordinate the overlap and hand-off with sales
- Work with BI team to anticipate and ensure data and reporting can support marketing
- Create a dashboard to instrument all marketing activities throughout customer life cycle
- Develop and track key operational performance metrics that ensure delivery of a high quality, efficient and effective business operation
- Manage ongoing marketing training programs focused on developing sales skills, market knowledge, and competency with the product
- Meet regularly with development, marketing, support, sales and product management to review the status of the business and collaborate on new analytics, methods, tools and measurements that can improve the efficiency of our marketing organization and the level of service we provide our customers

Requirements:

- 5+ years of prior marketing operations experience
- Expert with data analysis, data tools, and databases
- Experiences with customer data platforms like Hubspot, Google Analytics, Tableau, etc.
- Proven ability to innovate and drive efficiencies in manual processes with strong bias toward data driven decision making and management
- Exceptional attention to detail and relevance
- Strong communication skills with proven ability to build and maintain strong personal rapport with internal and external clients
- Ability to maintain a high level of productivity in a fast-paced, team environment while managing multiple competing priorities
- Entrepreneurial spirit, intellectual curiosity and persuasive confidence
- Prior experience in a technology company a plus