Job Description

Job title: Senior Marketing Operations Manager (Marketo)

Department: Strategic Communications and Marketing

Section: Marketing

Level: Level 08

Job Purpose:	Reporting into the Associate Director of Marketing, the Senior Marketing Operations Manager will play a central role in building, optimising, and maintaining the University's marketing automation infrastructure across multiple Student Recruitment teams. This role focuses on designing and implementing scalable, effective workflows, email programmes, and data processes within Adobe Marketo Engage to enhance recruitment and engagement activity across key audiences. The role will also work with colleagues in the University's ITDS team to support alignment between Marketo and other strategic platforms such as Salesforce.

1. Be responsible for the design, build, maintain automated multichannel marketing campaigns in Marketo, including emails, landing pages, forms, lead lifecycle flows, and data flows and processes to support student recruitment, engagement, and conversion.
2. Collaborate closely with Student Recruitment teams across the University of London, as well as our partner institutes School of Advanced Study (SAS) and University of London Institute in Paris (ULIP) to gather requirements, communicate updates, and ensure automation activity aligns with institutional priorities.
3. Manage integrations between Marketo and other platforms (such as SITS and Salesforce), ensuring data integrity and reliable synchronisation.
4. Provide leadership, guidance and training, and be accountable for providing accessible documentation to Student Recruitment colleagues to improve their confidence and proficiency in using Marketo, and provide BAU / ongoing subject matter expertise. This includes providing technical guidance, documentation, and best-practice recommendations for campaign setup, data usage, and system processes.
5. Ensure insights from data-driven analysis are used to refine, optimise, and improve the performance of marketing automation programmes. Share findings with colleagues to ensure activity is informed by relevant data.

6. Own the development and maintenance of high-quality, responsive templates for emails and landing pages using HTML, CSS, Marketo best practices and other platforms as appropriate.
7. Be accountable for ensuring the accuracy, quality, and reliability of all automated workflows by carrying out rigorous testing, QA, and monitoring before deployment and ensure ongoing monitoring.
8. Support the wider marketing team with business-as-usual email activity, including scheduling and deployment, during peak periods, to ensure continuity and timely delivery of communications.
9. Be the subject matter expert on marketing operations in relation to the Marketo platform to colleagues and senior leaders across the University as part of its wider implementation of the Digital Strategy. Participate in Project and Programme Boards as required
10. Respond efficiently to ad hoc requests, demonstrating flexibility and the ability to prioritise tasks within a dynamic, fast-paced environment.
11. Continuously review and refine Marketo programmes, introducing improved dynamic content, segmentation, and automation processes to enhance personalisation and performance.
12. Support the delivery of webinars, virtual events, and other recruitment activities by setting up automated communications, reminders, and follow-up workflows.
13. Contribute to system governance, including process documentation, data management standards, and version control of templates and automation assets.
14. Ensure all automation activity adheres to internal policies, brand standards, and external regulatory requirements (including Data Protection).
15. Identify opportunities to streamline processes, reduce manual work, and improve operational efficiency across the marketing automation ecosystem.
16. Support the wider reputation as well as recruitment objectives of the Strategic Communications and Marketing directorate, and contribute to fostering a culture that values mutual respect, collaboration and teamwork.
17. To make themselves aware of and follow all applicable University policies
18. Maintain awareness and observation of fire, health, safety, and data protection regulations.
19. Undertake any other duties consistent with both the grade and scope of the post.
20. Undertake any duties reasonably required of the post holder by the reporting manager.

Reports to: **Responsible for:**	Associate Director of Marketing N/A
Additional demands of the role:	The post holder will be required to assist on projects outside of the department as and when required.

	With prior agreement this role may require some travel and some working outside of core hours.

Person Specification

EXPERIENCE & PERSONAL QUALITIES

Essential:

- Meticulous attention to detail and excellent organisational skills, ensuring technical tasks and campaign builds are delivered accurately while managing multiple priorities.
- Evidence of significant hands-on experience working with Adobe Marketo Engage including building, testing, and deploying complex automated workflows.
- Demonstrable knowledge of marketing automation principles, campaign orchestration, and audience segmentation and applying that knowledge to achieve agreed outcomes.
- Ability to make effective decisions in a fast-moving and dynamic environment.
- Strong interpersonal and communication skills, with the ability to explain technical concepts to non-technical colleagues.
- Ability to write and edit high-quality marketing copy for automated emails and user journeys.
- Experience with data integration and management, lead processing, and the use of marketing automation to enhance recruitment funnels.
- Track record in being proactive, responsive, and adaptable when addressing stakeholder needs and their changing requirements.
- Ability to work both independently and collaboratively within a team environment.
- Demonstrates integrity, honesty, and transparency in all aspects of work.

Desirable:

- Experience mentoring or supporting colleagues in technical or operational skills.
- Experience working within a higher education institution.
- Knowledge of student recruitment cycles and the external factors influencing recruitment.
- Experience coordinating marketing technology or digital experience projects.
- Experience working with diverse global audiences.

TECHNICAL KNOWLEDGE & SKILLS

Essential:

- Strong proficiency in Adobe Marketo Engage, including Smart Campaigns, tokens, snippets, forms, lead scoring, and program templates.
- Experience creating email and landing page templates using HTML and CSS.
- Experience using other email marketing platforms such as DotDigital, Pardot, or Mailchimp.

- Awareness of Data Protection requirements (e.g., GDPR) and commitment to adhering to them.
- Ability to analyse campaign performance and produce reports using Marketo, CRM systems, or analytics tools.
- Experience of working with CRM (e.g., Salesforce), including platform integration, data mapping, and troubleshooting sync issues.
- Experience managing A/B testing, QA processes, and campaign optimisation.

Desirable:

- Experience with Web Content Management Systems.
- Experience with JavaScript, Marketo Velocity scripting, or API-based integrations.
- Experience using social media or broader digital tools as part of automated campaigns.
- Strong numeracy with experience supporting budget tracking or system resource planning.

EDUCATION & PROFESSIONAL QUALIFICATIONS

Essential:

- Educated to degree level or equivalent professional experience.
- Marketo Certified Professional certification or above.
- Salesforce Certification

Competency Requirements	Essential	Desirable
Adapting to change	C	
Commercial awareness		C
Creativity and innovation		D
Customer focus	D	
Interpersonal understanding	C	
Leadership		D
Managing resources	C	
Organisational commitment	C	
Proactivity and planning	C	
Problem solving and decision making	C	
Performance Management		B
Resilience	C	
Staff development and commitment to learning	B	
Stakeholder focus	C	

Striving for excellence		D
Working collaboratively with others	C	

Competencies are scored on an A-D scale, with D representing the highest demonstration of the competency.
For further information on each of the competencies and relevant levels, please refer to the University's Competency Model: https://london.ac.uk/sites/default/files/governance/UoL-Consolidated-Competency-Model-%28Updated-Oct-2018%29.pdf