

Skill Set Matrix Template

for Marketing Operations Teams

- » Here's an overview of some of the tasks you may perform daily as a Marketing Operations professional:
- Coordinating projects and comm with clients
 - Aligning with sales team
 - Ideating strategies to achieve project goals
 - Selecting the best tools and strategies to achieve the client's goals
 - Diagnosing issues with current Martech stacks (looking at configurations, setup, and integrations to determine how to optimize them for success)

	Technology	Data	Process	Alignment
Key Skill Sets	Strategy, Selection, Implementation, Integration, Infrastructure	Optimization, Governance, Measurement, Analytics, Reporting, Customer Insights	Engineering, Marketing Strategy Optimization	Project Management, Professional Development, Change Management
Example tasks	Roadmapping, auditing, vendor relationship building, integration management, measurement, marketing attribution	Database clean-up, funnel analysis, unifying reporting, data visualization, campaign ROI analysis, insight to stakeholders	Funnel optimization, campaign management, audience segmentation, lead scoring, customer journey mapping	Maintaining communication workflows, budgeting, scheduling, training, hiring, onboarding, alignment with sales, stakehold alignment, advocating for innovation
Team Member A, Job Title				
Team Member B, Job Title				
Team Member C, Job Title				

Let's Optimize Your Marketing Automation

Get your [free MOPs Assessment](#) today.

