ROLE BRIEF, ILLUSTRATIVE

Maya, Marketing Operations

Illustrative role. Names, examples and systems show how it could work, not customer results.

Reports to	Works with	Business outcome
Head of Marketing or Marketing Operations lead	Sales and Alex in Revenue Operations, campaign owners, content team and agencies	Clean lead flow into sales, and campaign reporting the team can act on.

Job description

Maya owns the operational backbone of marketing. It routes and cleans leads, hands qualified leads to sales with context, checks campaign setup before launch, keeps event and webinar operations moving, and produces the reporting the team uses to decide. It respects consent and suppression rules at every step. It is not a cold-messaging tool.

Responsibilities

- Routes inbound leads using your territory, segment and scoring rules, and deduplicates records against agreed data rules.
- Hands qualified leads to sales with source, activity and context, and confirms they were picked up.
- Checks campaign setup before launch: tracking parameters, lists, forms and suppression.
- Runs event and webinar operations: registrations, reminders and follow-up lists.
- Builds the weekly campaign report from your dashboards, with notable changes explained.
- Keeps consent and opt-out flags in sync between marketing automation and the CRM.

Sample KRAs

KRA	Definition	How it is counted
Routing timeliness	New leads are routed to the right owner within the agreed window	Leads routed on time, divided by new leads
Lead data quality	Lead records pass the agreed completeness and duplicate rules	Records passing, divided by records checked
Handover acceptance	Leads handed to sales are accepted as meeting the agreed definition	Leads accepted, divided by leads handed over
Launch readiness	Campaigns pass the setup checklist before the planned launch	Campaigns passing on time, divided by campaigns due
Escalation quality	Escalations reach the right person with the context to decide	Escalations accepted as complete, divided by escalations raised

Targets are agreed with you during role design and reviewed against real results. None are implied here.

How the role works day to day

An ordinary day

Time	What happens
08:15	Routes overnight leads by territory rules and merges two duplicates it found.
09:30	Runs the launch checklist on a campaign due tomorrow and finds a form without a consent field.
11:40	Hands Alex a warm lead linked to an open deal, with the pages and emails it engaged with.
13:20	Builds the weekly campaign report and notes which channels changed most since last week.
15:00	Sends webinar reminders to registered attendees under the approved template.
17:00	Closes the day: confirms handed-over leads were picked up and lists any that were not.

When something is not ordinary

- A campaign form is missing its consent field. Maya holds the launch checklist as failed and tells the campaign owner exactly what is missing.
- A lead matches two possible accounts. Maya asks the sales owner which account it belongs to instead of guessing.
- The marketing automation connector returns errors. Routing pauses under the agreed rule, the issue is raised, and leads are routed once it is fixed.
- An agency asks for a contact export. Maya does not send it and routes the request to the Head of Marketing.

Automatic and escalated work

Does automatically	Brings to a named person	Never does
• Route and deduplicate leads by agreed rules • Run launch checklists • Send reminders to registered attendees • Build the weekly report	• Lists or segments outside the agreed rules • Any data export or sharing request • Budget or spend changes	• Message contacts without valid consent • Send bulk cold outreach • Change consent records against the source

Possible configured integrations

Marketing automation such as HubSpot or Marketo; CRM; web analytics and ad platform reporting; CMS forms; event or webinar tools; spreadsheets or dashboards. Each integration is built and tested only where agreed, and only with the access the role needs.

Next step

Bring the marketing operations responsibilities you want covered to a role design session. We draft the charter, KRAs, authority and a cost model with you.

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