

Marketing Operations Manager

Founded in April 2018 and headquartered in Zug, AMINA Bank is a pioneer in the financial industry providing a seamless, secure and easy-to-use bridge between digital and traditional assets. As a smart bank AMINA Bank offers a fully universal suite of regulated banking services in the emerging digital economy. In August 2019, AMINA Bank received a Swiss banking and securities dealer license – the first time a reputed, regulatory authority such as FINMA has granted a license to a financial services provider with a core capability in digital assets. The broad, vertically integrated spectrum of services combined with the highest security standards, make AMINA Bank's value proposition unique. CVVC Global Report and CB Insights names AMINA Bank as Top 50 Companies within the blockchain ecosystem.

AMINA India is a wholly owned subsidiary of AMINA Bank AG. AMINA India acts as a virtual extension of the bank supporting activities spanning digital assets research, investment solutions, trading & liquidity management, risk management, mid/back-office & IT operations and more recently technology and product.

We are bringing a new financial services paradigm to the blockchain and finance economy. In scope of our growth plans, we are looking for a **Marketing Operations Manager**.

The Marketing Operations Manager is responsible for ensuring the efficiency, effectiveness, and optimization of the marketing department's processes, reporting, technology stack, and overall performance. This role manages the day-to-day marketing operations, including overseeing marketing automation tools, CRM systems, analytics, reporting and workflows to ensure that marketing campaigns are delivered on time and within budget. The Marketing Operations Manager also plays a critical role in ensuring that the marketing team is equipped with the resources and data they need to maximize campaign performance and ROI.

In this function, you will be responsible for the following:

- **Marketing Tech Management:** Manage the marketing tech stack, ensure integration, and train teams on tools.
- **Campaign Optimization:** Implement workflows for efficient campaign execution and ongoing process improvement.
- **Data & Analytics:** Track and report KPIs, build dashboards, and ensure data accuracy for insights and alignment.
- **Budget & Resource Management:** Oversee budget allocation, track performance, and forecast future needs for ROI.
- **Performance Improvement:** Identify and resolve process bottlenecks for enhanced efficiency and outcomes.
- **Collaboration & Leadership:** Liaise with cross-functional teams and guide marketing on best practices and improvements.

For you to become part of AMINA's journey, we require the following set of experience:

- 5-8+ years in marketing operations, or a similar role focused on optimizing marketing processes, managing technology, and delivering operational efficiency.
- Strong understanding of marketing technology platforms (e.g., CRM systems like Dynamics, marketing automation tools like HubSpot or Marketo), and the ability to integrate and manage these systems.
- Ability to collect, analyse, and report on marketing data, with proficiency in tools like Google Analytics, PostHog or other reporting platforms.
- Strong project management skills with experience leading complex global marketing initiatives from start to finish, ensuring timely and successful execution.
- Experience working with product, sales, finance, IT, and other teams to ensure alignment and smooth execution of marketing campaigns.

- Proven experience in process optimization and implementing scalable workflows that improve overall marketing performance.

Join our skilled team and together redefine finance.

We owe our exponential growth to our innovative and collaborate team spirit and talented workforce. Every voice counts as we are always committed to learning from diverse perspectives and backgrounds because our people make the difference at AMINA Bank. **Regardless of your age, gender, belief, and background, at AMINA EVERYONE (E) is welcome!**

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Additional information

Location	Mumbai
Position type	Full-time employee
Start of work	Nov 7, 2024

Responsible

Siddhaarth KB