


POSITION DESCRIPTION

Marketing Ops & Analytics Lead

ReadyTech (ASX:RDY) exists to help communities thrive, and ReadyTechers flourish on making that change happen.

They enjoy taking on challenges that matter to our customers, communities, and the world – and working to solve them with incredible technology that helps navigate complexity, while also delivering meaningful outcomes.

ReadyTechers are enterprising, and hungry to make a difference. But, more than ever, ReadyTechers are *ready for anything*.





POSITION DESCRIPTION

Title	Marketing Ops & Analytics Lead	Location	Sydney, NSW or Melbourne, VIC
Report to	Head of Group Marketing	Direct report(s)	N/A

The purpose of this role

The Marketing Ops & Analytics Lead is the engine room behind ReadyTech's marketing performance – responsible for the systems, data, workflows and insights that power effective execution and decision-making across the function.

As marketing enters a new era, this role represents an exciting evolution of traditional marketing operations into an AI-first, intelligence-led function. You'll lead the transformation of how marketing gets done – embedding automation, real-time insights, predictive modelling and AI-assisted workflows into the day-to-day rhythm of the team. This is a unique opportunity to be at the forefront of innovation, shaping what next-generation marketing operations looks like inside a high-growth, customer-led SaaS business.

Reporting to the Head of Group Marketing, the role works closely with all parts of the marketing organisation – from campaign execution to brand and content – and ensures that every action is measurable, scalable, and continually improving.

This is a high-impact role for a tech-savvy, commercially minded operator who thrives on clarity, loves building smart systems, and is energised by the potential of AI to elevate marketing effectiveness and efficiency.

The key accountabilities of the role

- Own ReadyTech's marketing operations ecosystem – including tools, data architecture, process automation, and performance visibility.
- Lead the evolution of the function into an AI-first model, embedding intelligent workflows, content co-pilots, and predictive analytics into the marketing team's operating rhythm.
- Partner with Growth, Brand and Industry Marketing teams to ensure campaigns are well supported with data, infrastructure and measurement.
- Define and maintain scalable, repeatable marketing processes that increase campaign velocity, quality and ROI clarity.
- Deliver real-time, actionable insight into marketing performance across the entire funnel – from lead generation through to revenue contribution.



The key responsibilities of the role

- Manage and optimise the marketing tech stack – including CRM and marketing automation platforms (Salesforce), analytics tools, and data integrations.
- Design and implement lead lifecycle infrastructure – including lead scoring, attribution, routing, MQL criteria and sales handover processes.
- Build and maintain marketing dashboards and reporting frameworks that provide visibility into campaign performance, channel efficiency, and pipeline contribution.
- Champion the adoption of AI-powered tools and capabilities – enabling the team to move faster, automate more, and uncover new insights.
- Develop and maintain automations, playbooks and intelligent workflows to reduce manual effort and drive campaign scale.
- Ensure data integrity, compliance, and consistency across platforms and processes.
- Collaborate with the broader marketing function to align on shared metrics, data flows and lead management best practices.
- Stay ahead of martech and AI innovation – evaluating tools and making strategic recommendations to enhance marketing effectiveness.

The ideal candidate will have these:

1. Skills	<ul style="list-style-type: none">• Strong problem-solving ability and a structured, process-oriented mindset.• Comfortable working across marketing tools and platforms, with a desire to streamline and improve.• Solid analytical skills and ability to turn data into insights and practical recommendations.• Curious and open to experimenting with new tools – particularly AI, automation and workflow innovations.• Effective communicator and collaborator, able to support a cross-functional team environment.
2. Knowledge	<ul style="list-style-type: none">• Understanding of core marketing operations functions – including campaign tracking, lead management and basic funnel measurement.• Familiarity with CRM and marketing automation platforms (Salesforce preferred) and how they support campaign execution.• Awareness of how AI and automation can enhance marketing processes and outcomes.• Basic knowledge of data governance, segmentation, and reporting fundamentals.
3. Experience	<ul style="list-style-type: none">• 3–5 years' experience in a marketing operations, digital marketing or analytics role – ideally in a B2B or SaaS environment.• Exposure to campaign execution workflows, marketing tech stack management, or reporting/analytics.• Experience using or evaluating AI or automation tools in a marketing context is a bonus, but not essential.• Ready to step up into a lead role and help shape a modern, scalable, AI-powered marketing function.