

Create, Delete, Edit and Change a User Role

Roles group together a bunch of permissions. **Permissions** allow you to do stuff in Marketo. You assign a **role** to a user. Easy as pie.



Admin Permissions Required

What's in this article?

[Create a Role](#)

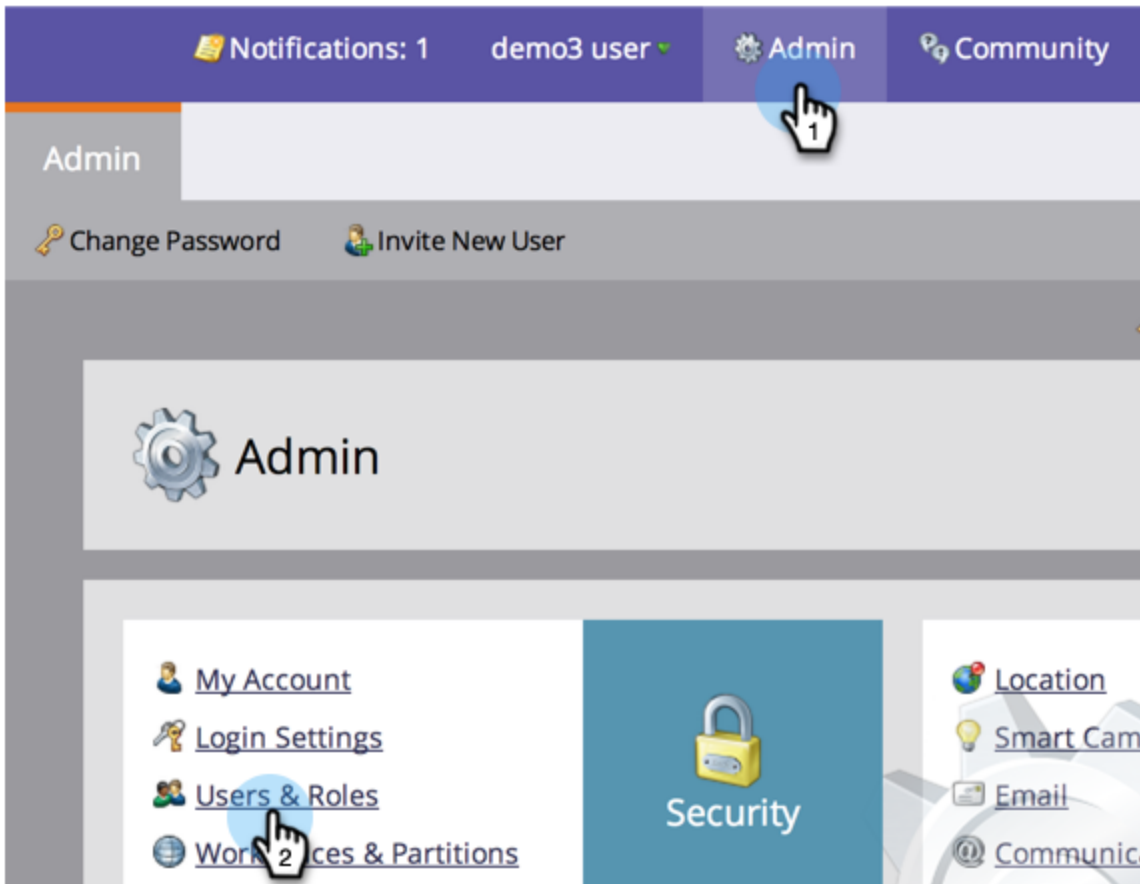
[Delete a Role](#)

[Edit an Existing Role](#)

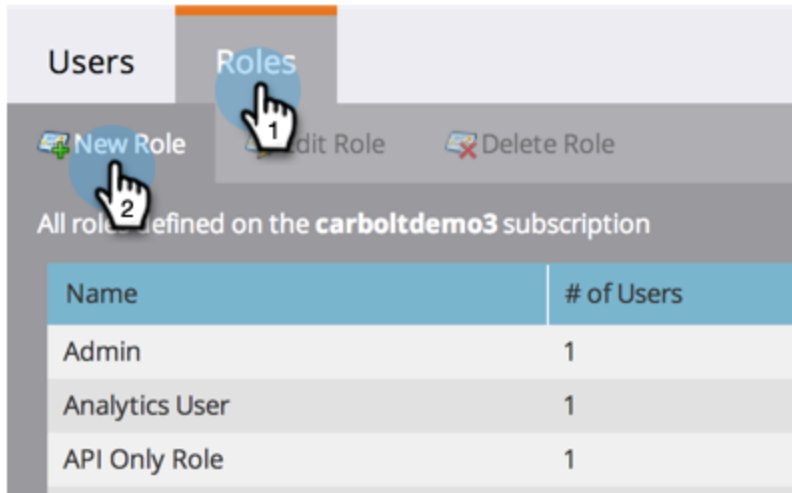
[Change a User's Role](#)

Create a Role

1. Go to **Admin** and click **Users & Roles**.




2. Go to the **Roles** tab and click **New Role**.




3. Name your new role, check all the permissions you want to grant to users associated with the role, and click **Create**.


Create New Role ✕

Role Name: * 

Description:

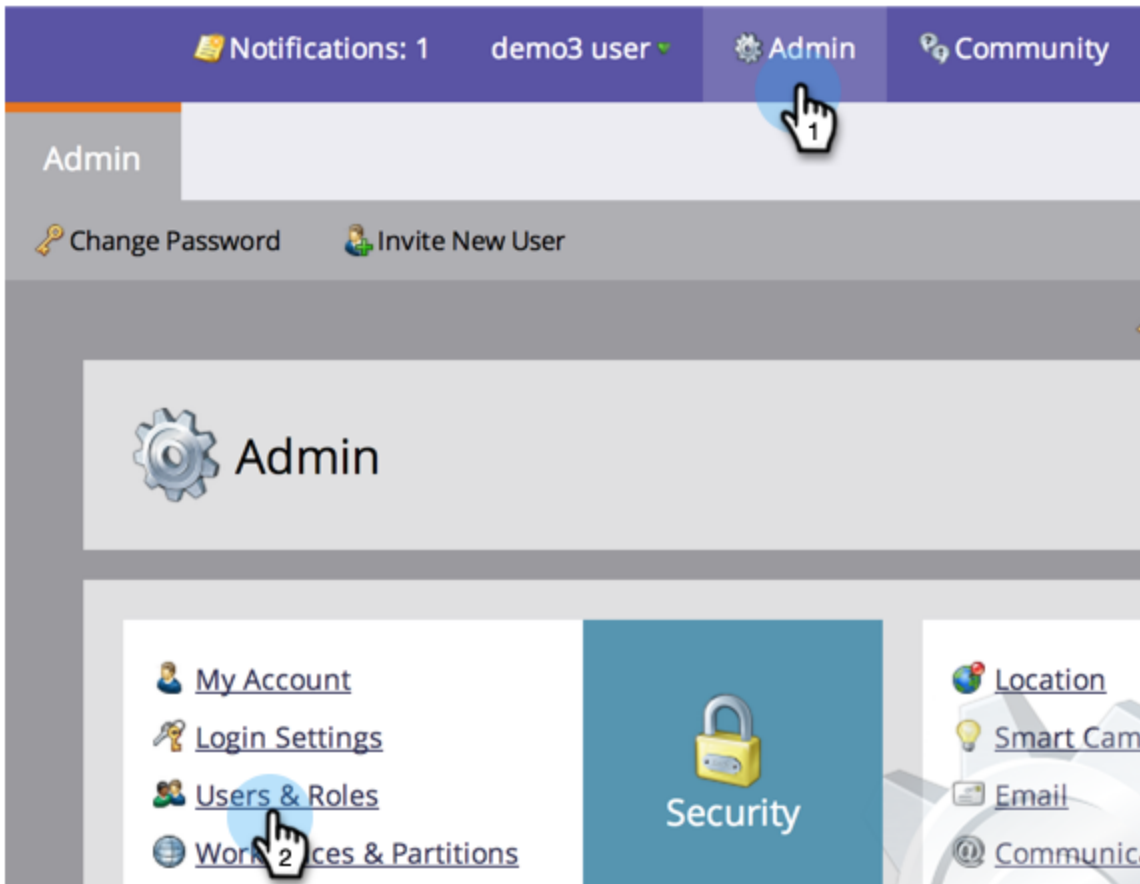
Permissions:

- Access Admin (0 of 26)
- Access API (0 of 8)
- Access Ghost Admin (0 of 3)
- Ghost (0 of 2)
- Access Analytics (2 of 4)
 - Access Revenue Explorer
 - Delete Report
 - Export Analytics Data 
- Access Design Studio (0 of 31)

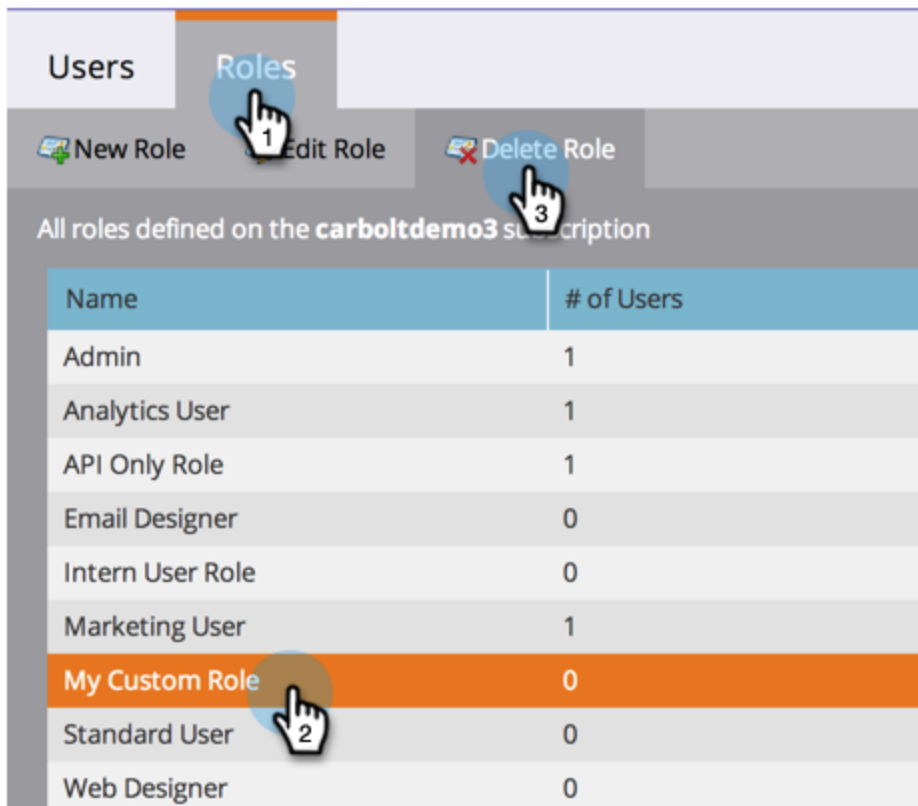


Delete a Role

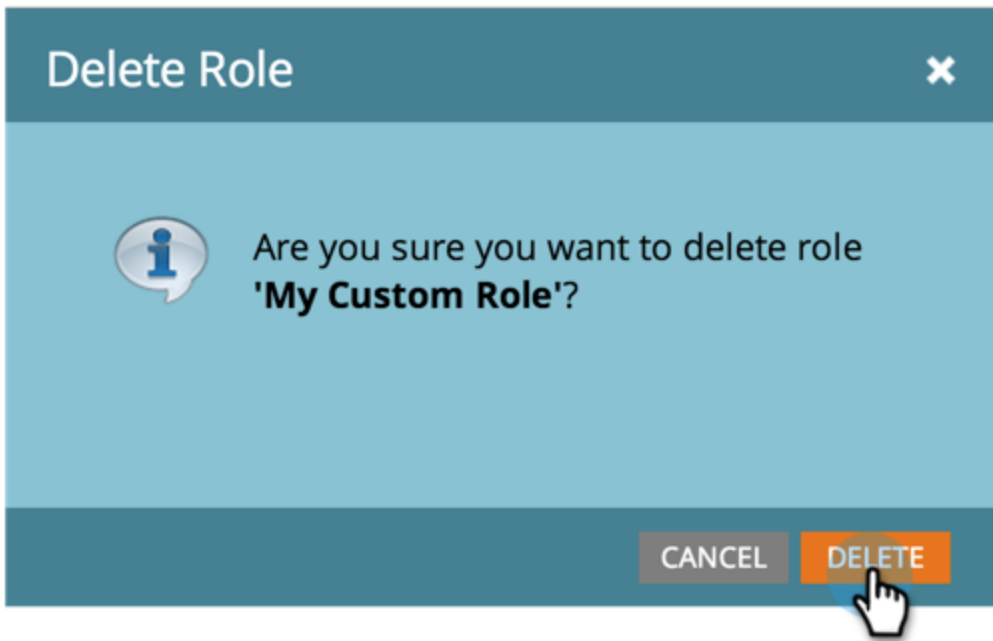
1. Under Admin, click **Users & Roles**.



2. Under the **Roles** tab, select a role and click **Delete Role**.



3. Confirm the deletion by clicking **Delete**.



Note

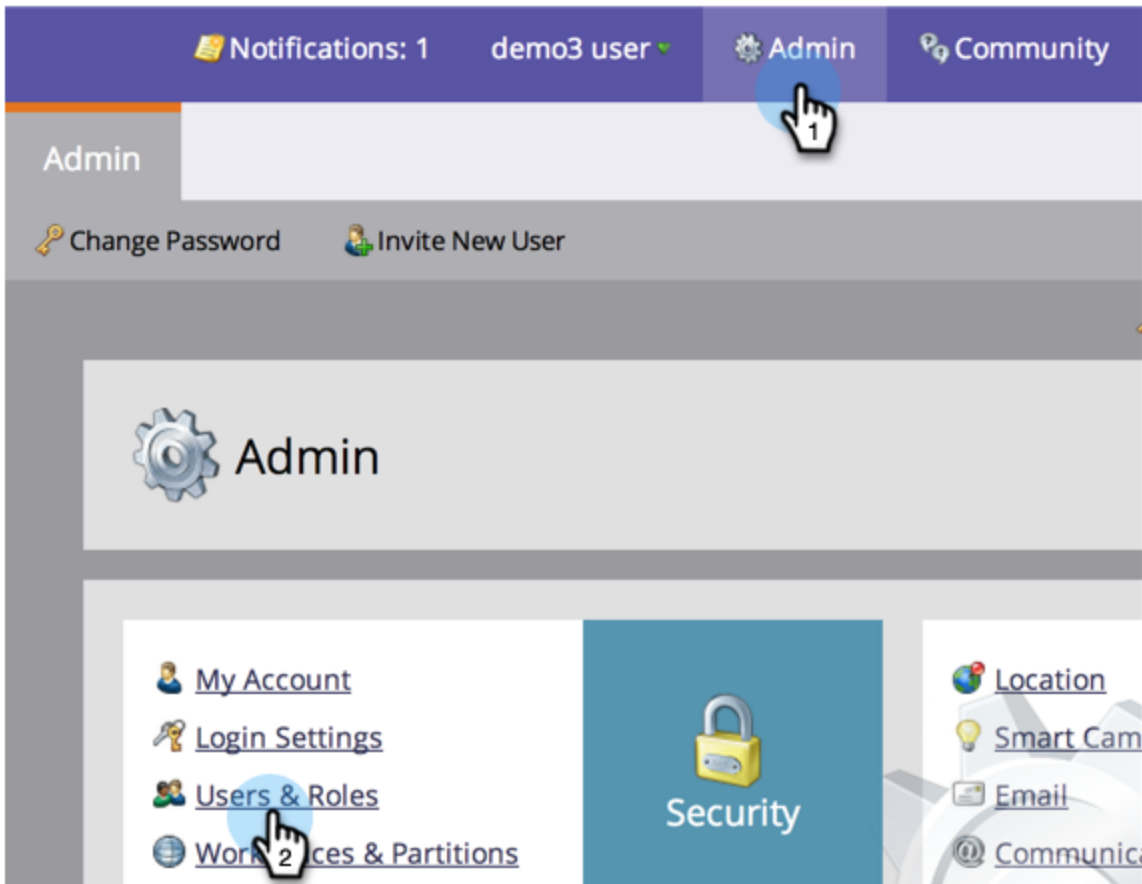
You must first ensure that no users are assigned to a role, otherwise it cannot be deleted.

Edit an Existing Role

Note

To edit your own user role, you'll have to log in as another user with Admin rights.

1. Go to **Admin** and click **Users & Roles**.



2. Click the **Roles** tab.

The screenshot shows the 'Roles' tab selected in the Admin interface. At the top, there are buttons for 'New Role', 'Edit Role', and 'Delete Role'. Below these buttons, a message states 'All roles defined on the carboltdemo3 subscription'. A table lists the roles and the number of users associated with each.

Name	# of Users
Admin	1
Analytics User	1
API Only Role	1
Email Designer	0

3. Select the role you want to edit and click **Edit Role**.

Users Roles


New Role Edit Role Delete Role

All roles defined on the **boltdemo3** subscription

Name	# of Users
Admin	1
Analytics User	1
API Only Role	1
Email Designer	0
Intern User Role	0
Marketing User	1
My Custom Role	0
Standard User	0
Web Designer	0




4. Make all the changes you need and click **Save**.


Edit Role ✕

Role Name:  My Custom Role

Description:

Permissions:

- Access Analytics (2 of 4) 
- Access Design Studio (0 of 31)
- Access Lead Database (0 of 13)
- Access Marketing Activities (3 of 8)
 - Access Awards
 - Activate Smart Campaign 
 - Approve Email Program
 - Clone Marketing Asset 
 - Delete Marketing Asset

CANCEL SAVE 



Note

The changes made to the role will affect every user associated to this role.

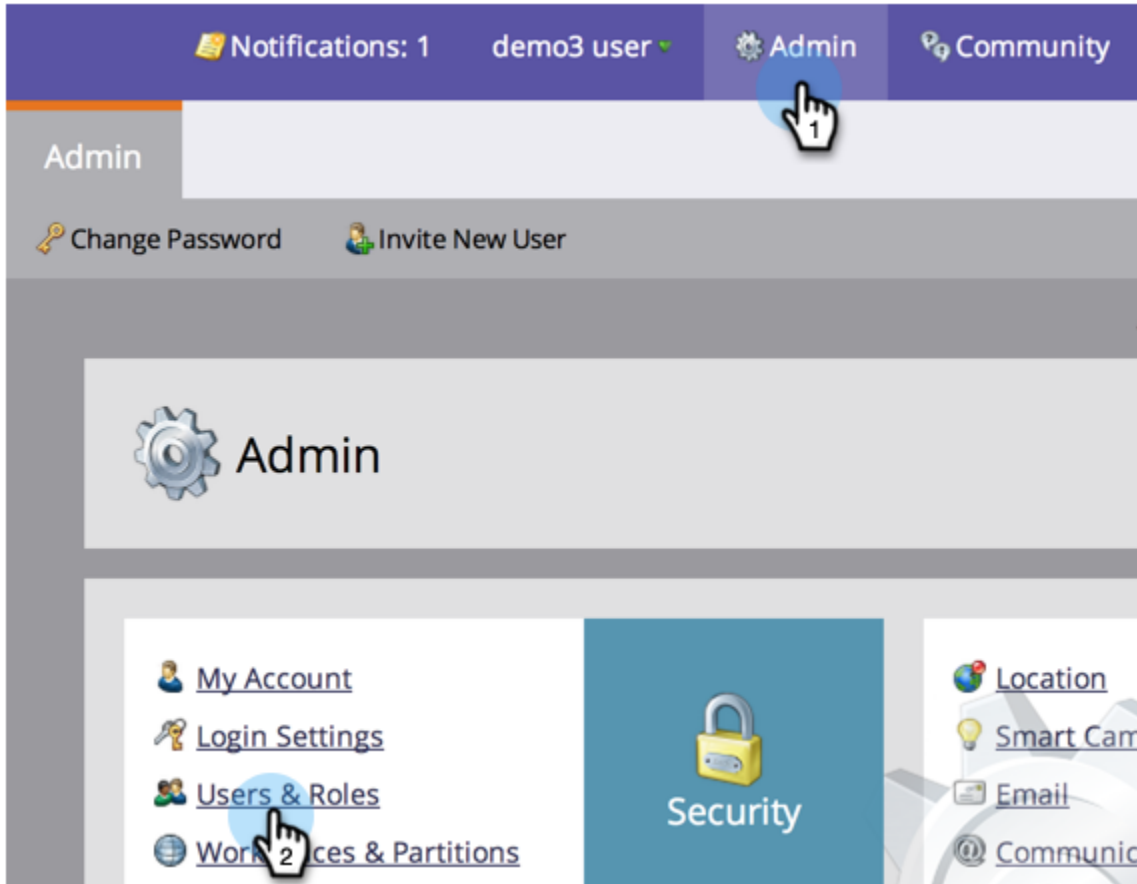


Tip

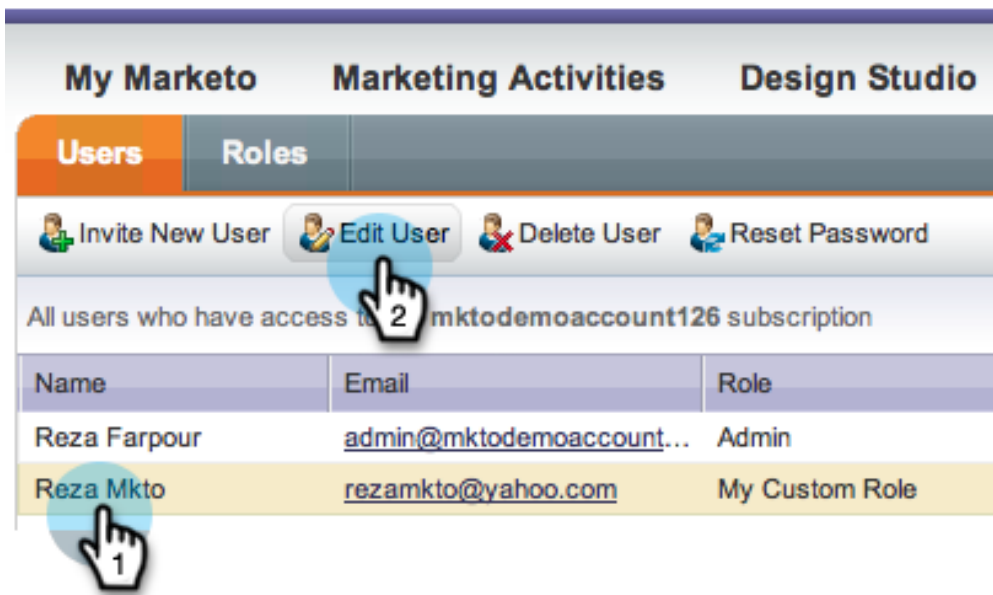
Are you looking to update the account email address? [Learn how here.](#)

Change a User's Role

1. Go to **Admin** and click **Users & Roles**.



2. Select the user you want to assign a different role to and click **Edit User**.



3. Uncheck the previous role, select the new one, then click **Save**.

Edit User



First Name: * Arun

Last Name: * Suresh

Email Address: * asure001@ucr.edu

Roles and Workspaces:

- Admin (all workspaces)
- Analytics User (1 of 5 workspaces)
- API Only Role (0 of 5 workspaces)
- Email Designer (0 of 5 workspaces)
- Intern User Role (0 of 5 workspaces)
- Marketing User (0 of 5 workspaces)
- My Custom Role (0 of 5 workspaces)
- Standard User (0 of 5 workspaces)
- Web Designer (0 of 5 workspaces)

Mobile Phone:

API Only:

CANCEL

SAVE

Note

If you leave multiple roles selected, Marketo will default to the most restrictive permission.

Awesome, now you are really are on a roll! (Get it?)