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# Example of Assistant Director Marketing Job Description

Our growing company is looking to fill the role of assistant director marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for assistant director marketing

* Develop, implement and oversee all advertising efforts for Athletics in accordance with goals set by Senior Associate Director, External Affairs
* Develop and coordinate all pre-game and in-game promotions, including Football FanZone
* Represent Athletics, with Sports Information Associate in publications policy development and enforcement, including assisting with the review of all external Athletics publications (format, content, logos, colors)
* Directly supervise professional staff position within Marketing unit, student staff and interns
* Creates, executes, and oversees a comprehensive marketing plan for on-campus promotional activities and outreach for University of Hartford students, faculty, and staff
* Provide quick market assessments of various corporate development opportunities to senior management Suggest marketing collateral needed to execute the plan
* Strategizes on outreach and student engagement, all towards communicating the mission and message of shopMason, the marketing program for Auxiliary Enterprises
* Develops brand recognition for all units within Auxiliary Enterprises
* Develops and distributes communication via newsletters and other forms of messaging electronically
* Develops, writes and distributes informational/promotional materials

## Qualifications for assistant director marketing

* Extensive Strategic Marketing Experience
* Must be a team player and be able to work independently when needed
* Bachelor’s degree required, minimum of three to five years of relevant experience required
* Experience in generating revenue through ticket sales and corporate partnerships required, an understanding of developing brand/image awareness in college athletics is preferred
* Proficiency in personal computing skills including Microsoft Office
* Bachelor’s degree in Business Administration, Sports Management, Marketing, or similar field