Downloaded from <https://www.velvetjobs.com/job-descriptions/assistant-director-marketing>

# Example of Assistant Director Marketing Job Description

Our innovative and growing company is looking to fill the role of assistant director marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for assistant director marketing

* Work with the Associate Director to develop annual program plans that complement the direct marketing and fundraising efforts of the Annual Fund
* Analyze Telefund reports and manage the maintenance of calling pools that maximize both fundraising and participation efforts in line with the goals and objectives of the Annual Fund
* Recruit, train, manage and motivate student callers and supervisors to meet the objectives of the Telefund program
* Supervise calling shifts and provide on-the-job guidance and training and as needed
* Work with support staff to prepare and mail pledge cards
* Write/refresh communications materials and templates as needed including calling scripts, follow-up emails, stewardship letters and pledge fulfillment letters
* Manage execution of follow-up emails to prospects
* Coordinate with Direct Marketing and Communications team members to ensure fully integrated marketing campaigns, maintaining consistency and efficiency across channels
* Research new marketing channels, tactics, and technologies and execute on them as needed
* Manage administrative duties including tracking progress, reporting of results to supervisors, working effectively with Development Information Services to request data and maintaining data integrity

## Qualifications for assistant director marketing

* Working knowledge of Facebook, Twitter, and other social media applications
* Working knowledge of design applications and software
* Strong Microsoft Office skills required (Excel, Word, PowerPoint
* Bachelor’s Degree in marketing, communications, athletic administration or related field required
* Minimum of five years experience in athletic administration, preferably in marketing and/or ticket sales, or equivalent combination of education and experience
* Excellent organization, communication (verbal & written), and interpersonal skills