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# Example of Assistant Manager, Marketing Job Description

Our growing company is looking to fill the role of assistant manager, 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 manager, marketing

* Is able to work autonomously and self-directed, is resourceful and able to turn multiple and simultaneous requests on strict deadline and is able to create and maintain thorough and accurate documentation
* Work to support other project managers on 6-8 events per year
* Ensure HQ-developed marketing campaigns (seasonal and brand), collateral, messaging and activations are relevant in local markets to support local business needs
* Execute numerous email marketing campaigns in (drip, auto-responder, nurturing, customer loyalty, prospecting, engagement and referral) in Pardot across multiple brands to turn leads into buyers
* Communicate monthly marketing initiatives to key cross-functional stakeholders
* Develop strong relationships within Marketing and cross-functionally with Sales, Operations and Accounting to ensure alignment on offers details and product launches
* Assists in the development and execution of marketing campaigns (includes development of leads, database strategy, public relations, interactive, traditional marketing, events, , execution and post-campaign analysis) works with team to build plan and recommendation
* Responsible for helping regions execute cross-LOB strategies, be the lead for set regions for their overall marketing needs (sponsorship, visibility)
* Create and share over email and/o rduring in person meetings to cross functional teams a seasonal hindsight report
* Proactively manage relationships with brand partners to develop strong short and long term growth plans

## Qualifications for assistant manager, marketing

* Experience in Marketing is a plus
* Degree holder with at least 5 years experience in which 3 years in web marketing industry
* Understand current digital trends and best marketing practices across the web and digital channels
* Minimum 5 years sales promotion/retail marketing experience
* BS/BA degree plus 5 years experience required
* Some consumer marketing experience preferred