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# Example of Assistant Manager, Marketing Job Description

Our innovative and growing company is looking for an assistant manager, marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for assistant manager, marketing

* Excel at being an effective team player to all corporate and hotel level personnel by demonstrating a ‘can do’ and customer focused attitude, providing peer support, cross-functional and across regions
* Verifies that property is following all corporate public-relations/marketing guidelines
* Develop forecast proposals for new products/sku’s revised forecasts for existing businesses affected by launch
* Work with team to recommend strategic retail pricing for new products
* Deliver programmes within budget
* Manage social media channels and ensure business ROI through these platforms and channels
* Manage the website development and management for all business verticals
* Stay current on industry best practices
* Collaborate with traffic manager to ensure project workflow schedules and processed are optimal
* Delegate projects to Marketing Coordinator

## Qualifications for assistant manager, marketing

* Experience of Product and/or Community Marketing
* Ability to take responsibility for managing own workload and deadlines
* Experienced at briefing and managing advertising and other resource agencies
* Experienced in the use of quantitative and qualitative market research and its applicability to managing brands
* Demonstrates the ability to penetrate the appropriate customer, customer team and internal functions to achieve maximum results on sales objectives
* Minimum 3 years experience in digital marketing, agency experience is highly preferable