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# Example of Assistant Marketing Manager Job Description

Our company is searching for experienced candidates for the position of assistant marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for assistant marketing manager

* Align local marketing activities with Global directives
* Follow up with brands on assets, product details, social media details, 360 plan participation, brand calendar activation details, and any miscellaneous questions or issues that might arise from an executional standpoint
* Develops messaging, themes and tangible product selling hooks for new and backlist products for seasonal and thematic campaigns
* Participates in the planning and preparation for all sales conferences
* Oversee all reporting correspondence with authors
* Create promotional materials (slides, flyers, memes, comparison charts, sell sheets, ) for campaigns and process orders for those that are outsourced for printing
* Manage marketing budget within budget across multiple brands/projects, including planning, reporting, accruals
* Manage product portfolio including
* Also includes managing other team members assigned to the event and ensuring that their components are being completed at the highest standards setting and maintaining a comprehensive production schedule for all team members to adhere to
* Must be able to interact with senior level executives in a professional manner, sometimes as clients and regularly as hospitality guests at an event, along with ad sales clients

## Qualifications for assistant marketing manager

* Knowledge and understanding of systems and processes which support marketing and sales functions
* A Marketing qualification or degree would be an advantage but is not essential
* Strategic and tactical marketing planning
* Marketing campaign return on investment (ROI) analysis
* A minimum of 6 years marketing experience in an International brand environment or a ad creative agency
* Strong experiences in execution and production management of 360 marketing assets (Video, Print, Digital)