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# Example of Assistant Marketing Manager Job Description

Our innovative and growing company is hiring for an assistant marketing manager. 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 marketing manager

* Execute the marketing plans including tracking promotions to ensure corporate objectives are met
* Improve the Trade experience by optimizing communications and creating targeted messaging
* Manage the Trade website and keep it current
* Leverage a prospect database to drive Trade campaigns, including leveraging reporting capabilities to update a marketing dashboard and proactively review/analyze campaign results
* Collaborate with Channel Sales and vendors to monitor lead activity and ensure alignment on all marketing efforts to increase business financial results and Trade satisfaction
* Responsible for creating and overseeing exclusive events across the footprint that serve as a channel for client/prospects engagements
* Prepare and localize Global marketing materials for the region
* Prepare promotional and tactical materials to support local country programs
* Social Media – Manage social media calendars for the region and work with agencies to ensure roll out
* Linksys.com – work with Global to ensure website update and relevance

## Qualifications for assistant marketing manager

* Requires hands-on knowledge of best practices in SEM, Social, web and mobile with a proven track-record of delivering qualified traffic from both an acquisition and conversion standpoint
* Experience working with both internal and external teams to provide the data and design direction required to implement new campaigns and build online platforms (web/app/social)
* Experience managing social media marketing, large scale database/email campaigns and SEO
* Knowledge of tools like Marketo/Hootsuit will be an add on
* Analytical and data interpretation
* Knowledge of 3rd party marketing tools such as Google Analytics, Facebook, AdWords, ReturnPath, BriteVerify