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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. 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

* Build and implement a distribution strategy for the markets to ensure NCA targets are met
* Conduct continuous analysis of competitive environment and consumer trends
* Lead effective content management across all available channels, including hotel and health club websites, OTAs, social media, Group Max client emailing portal, advertising, and partnership programs
* Establish excellent open communication with all operational teams, GM, F&B, Front Office and other department heads throughout the hotel
* Proactively develop and maintain effective working relationships with all external customers to include graphic designers, printers, media, advertisers, photographers, local partnerships and online marketing
* Manage execution of projects that may fall outside of regular duties to assist other departments or to support the hotel’s overall marketing objectives with a positive attitude
* Create, develop & implement 360 marketing campaigns
* Own the project management of multiple projects & assignments by tracking timelines, managing budgets & driving deliverables
* Collaborate on the marketing strategy & voice, then leverage that to craft & present creative briefs to internal & external partners
* Contribute to the creative thinking & positioning of the overall campaign

## Qualifications for assistant marketing manager

* Computer literate in Microsoft Window applications and other relevant computer applications required (design, video editor, photo editor)
* Financial Services background desired
* Event and multi-channel Marketing experience
* Equally comfortable working in a team environment on their
* University degree in Business administration and/ or Marketing
* 2-3 years of Marketing and/or retail management experience