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# Example of Assistant Marketing Manager Job Description

Our growing company is looking for an assistant marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for assistant marketing manager

* To manage and provide support for agency recruitment activities such as press advertisement, online job posting platform, career fair
* To assist in other marketing campaigns, activities and tasks assigned by immediate supervisor, such as sales and recruitment campaigns, brand building, database building, target marketing and loyalty programs in order to meet company's goals and objectives
* Capture and analyze appropriate social data/metrics, insights and best practices for campaigns
* Collaborate with other departments to manage communication and coordination efforts
* Be part of a dynamic team who is dedicated to the success of the business
* Manage a portfolio, ensuring product alignment to overarching brand strategy
* Develop presentations and sales pieces to aid sell in for promotional programs
* Attract audiences through creative and compelling copy writing
* Promotional support on all national campaigns
* Monitor and recommend improvements to working practices and evaluation procedures

## Qualifications for assistant marketing manager

* University Degree in Marketing or Business Administration
* At least 5+ years of experience in a marketing and or business development role or equivalent position
* Master’s Degree in business field or MBA would be an advantage
* Qualification in the insurance field would be an advantage
* Successful track record in developing and launching products or campaign in the financial industry
* Exquisite communication and cross-functional collaboration