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# Example of Digital Marketing, Associate Job Description

Our innovative and growing company is searching for experienced candidates for the position of digital marketing, associate. 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 digital marketing, associate

* Partner with Sales & Marketing Directors, Digital Sales Director and Essence.com General Manager to grow overall online sales revenue
* Prepare post-campaign analysis presentations
* Be an expert on all areas of the sites and be able to make recommendations on placements based on key categories and clients
* Be the day to day contact for advertiser inquiries & requests
* Create Sales Collateral (One Sheets & Pitch Decks)
* Work with video team, advertiser and seller on custom videos
* Prospect new opportunities
* Manage new/maintain content of all digital content on Chase Commerce Solutions global public websites (US, UK, Canada), Germany & Italy
* Ensure constant communication between each digital marketing discipline and creative team, ecommerce team, brand/digital team, social media team, Connected Fitness partners, and external agencies/partners to ensure marketing communications are effective and on-point
* Develop and align digital support plans for UA.com and Community based on key merchandising strategies

## Qualifications for digital marketing, associate

* Experience in managing and updating a variety of key social media channels
* Resourceful, proactive, innovative thinker
* Have the ability to support collaborative and team environment
* Hands-on digital analytics experience - developing scorecards, executive level reports and utilization of the data for digital media optimization, including techniques for measuring end-to-end effectiveness across digital marketing touch points and through a variety of tactics, including targeting/personalization
* Working knowledge and expertise in strategies utilized to measure and report on effectiveness through multiple digital devices
* Develop and execute paid advertising strategy in digital space including display, video, social, search, mobile, and emerging opportunities