Downloaded from <https://www.velvetjobs.com/job-descriptions/marketing-agent>

# Example of Marketing Agent Job Description

Our company is looking to fill the role of marketing agent. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing agent

* Coordinates business development events and industry symposiums
* Assist and back up VA team on call when busy, short team members (vacation/sick), at peak volume times and during downtime
* Assist and complete VA team reports (Wait Time, Yes We Can Sales Report)
* Ability to mentor, train and interview new CMA's as needed
* Help enhance new techniques and strategies for all locations which require special needs
* Help procure new marketing locations
* Maintain individual penetration levels as set by the department
* Maintain team penetration levels as set by the department
* Train and coach new staff
* Train and coach existing staff

## Qualifications for marketing agent

* Above average computer knowledge, Word and Excel
* This is a position that will be working inside an office on upper Park City Main Street (high foot traffic area)
* Ability to organize workflow and direct tasks document milestones and ROI’s and resolve problems
* Proven analytic skills and excellent Project Management capability
* Experience with marketing materials development, the health insurance industry and related compliance requirements, Microsoft Office suite would be beneficial
* Strong ability to effectively execute MS Office, MS Word, MS Excel programs