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# Example of Marketing, Assistant Manager Job Description

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

## Responsibilities for marketing, assistant manager

* Own reporting and analysis of campaigns, showing total impact of online marketing activities as it relates to signups, leads, and overall marketing ROI
* Work hand-in- hand with the Marketing Director and the Marketing team to define tactical- go-to- market strategies across our three brands
* Manager marketing budget within budget across multiple brands/projects, including planning, reporting, accruals
* Present marketing plans, at key meetings with editors, authors, agents, and company executives
* Responsible for weekly reporting for key digital content by pulling data from analytics tool (Omniture) and updating and publishing a marketing dashboard
* Assist in the development of multichannel marketing campaignsincluding email, brand integration, social, SEM, SEO, direct mail and print
* Develops and implements marketing and publicity campaigns for assigned titles and brands
* Presents marketing plans, at key meetings with editors, authors, agents, sales teams and company executives
* Leverages best practices in digital (social media, search, email, ) and traditional (advertising, publicity, events) marketing methods to maximize unit sales and revenue
* Responsible for marketing plan coordination, facilitation and oversight for Hanes bra category

## Qualifications for marketing, assistant manager

* Knowledge of Microsoft Excel is a must, basic Microsoft Office programs
* Must possess solid analytical skills and creative thinking abilities
* Excellent written and oral communication skills, strong interpersonal and analytical skills are required
* In depth knowledge of basics men underwear business and processes are
* Manage creation and execution of packaging
* Manage inventory creation and minimize excess inventory and other specifications within timelines