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# Example of Marketing Associate Director Job Description

Our innovative and growing company is searching for experienced candidates for the position of marketing associate director. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing associate director

* Develop and harmonize a triangulated marketing engagement between segment, communications and product marketing team for local and international markets
* Partner segment marketing and product team to develop and support demand generation programs targeted in driving demand for the chosen products
* Keeps abreast of category market trends and shares learnings with team and global marketing
* Creates and directs development of all Sales Meeting materials
* Presents programs to field sales, retailers and press (as needed)
* Stay abreast of market leading advertising campaigns and marketing initiatives related to relevant categories
* Support global launch planning activities for regions and affiliates by ensuring global alignment of marketing strategies, product positioning, messaging and branding to guarantee global consistency
* Coordinate the organization of Global Brand Team meetings with affiliate product marketing teams
* Lead owner for local (Singapore) segment marketing plan and execution
* Disciplined execution of the interlock and cadence with cross-functional marketing teams and product house through planned and structured approach

## Qualifications for marketing associate director

* Strong written and verbal communication skills interpersonal skills
* Proven track record in current marketing position
* Passion and enthusiasm for brand management
* Strong computer skills PowerPoint and Excel
* Strong organizational skills and follow-up ability
* Self- motivation with leadership capabilities