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

# Example of Marketing Associate Director Job Description

Our innovative and growing company is searching for experienced candidates for the position of marketing associate director. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for marketing associate director

* Create an integrated marketing communications plan designed to expand awareness of the school among prospective students and those who influence their decision-making process in considering graduate degree options
* Ensure the identity, voice, and objectives of the school are articulated in an authentic and cohesive manner across marketing channels
* Research and develop best-in-class product marketing plans aligned to the strategic priorities of the I&TS business
* Coordinate writing and production of product marketing content, leveraging product managers and Global Client Coverage contacts
* Engage often with opinion leaders to ensure creation and seamless roll out of high impact, high value marketing tools that lay the foundation for launch
* Own and deliver Marketing Communications Dashboard reporting-- Own and evolve ongoing internal analytics capabilities including but not limited to digital KPI identification and reporting needs
* Partner with Analytic Insights Measurement CoE to drive holistic & synergistic Marketing Measurement Capabilities--Represent Marcom & Media analytics perspective to develop and support within channel & cross-channel measurement & insights on in-flight campaign measurement, MMMs, MTAs, Testing, Media/Message KPIs like EPIs
* Support Test & Learn design & execution- Develop a consistent and structured marketing communications testing approach which strives for rapid iteration and real-time optimization of consumer experiences
* Produce and execute on a forward-looking, integrated, multi-format marketing communications strategy to drive awareness and adoption globally
* Plan and execute marketing and communication programs and activities to generate engagement, retain existing clients, and help strengthen the Ratings brand

## Qualifications for marketing associate director

* Select (when needed) and manage creative agencies that will support the delivery of core marketing programs and tactics
* Experience with managing complex commercial challenges requiring detailed analyses and presentation of strategic recommendations ideal
* Experience in commercializing self-injectable products in global markets a definite asset
* Understanding of global reimbursement and distribution channels preferred
* A strong track record of developing marketing strategies and tactics, with a focus on solid implementation of tactics though a combination of individual and team efforts
* Successful completion of a full 4-year course of study in an accredited college or university leading to a bachelor’s degree in English, journalism, or related field or the equivalent in education, experience and training