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# Example of Marketing Associate Manager Job Description

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

## Responsibilities for marketing associate manager

* Help develop long-range strategic plans for assigned category, including category growth strategies (both organic and inorganic) and product portfolio roadmap
* For assigned new product development projects, establish the strategy for product marketing and establish new product “go to market” plan with channel marketing
* Ensure that the assigned new product development projects are successfully managed and launched within the Stage-Gate process on time, on budget, and in scope in conjunction with the assigned Project Manager or as project manager
* Provide product input for annual marketing strategies, budgets, and plans and overarching brand and channel strategies
* Maintain continual surveillance and evaluation of competitors’ products/programs, market and industry trends
* Drive connection between internal Retail sales and marketing teams and Foodservice sales organization
* Applies insightful, high quality focused brand leadership through communication, sales conference, briefing meetings
* Manages production of campaign deliverables marketing collateral, digital tools and updates to web resources, in line with brief, in time and to budget
* Must be able to write and/or modify content, headlines, captions and/or story summaries , to support the articulation of messaging
* In consultation with Head of Marketing & Communications, coordinate collateral updates including country cards, brochures, slip‐sheets, presentations, where there is a need for region-specific modifications

## Qualifications for marketing associate manager

* Experience with Google Analytics is a must
* Strong multi-tasking skills and able to work well under pressure
* Ideal candidate must have the ability to work cross functionally within a matrix organization
* University degree in business administration or marketing-related degree or equivalent
* An experience in marketing field of minimum 2 years required, preferably based on general marketing work including trade marketing execution
* You must be fluent in both written and oral English Ukrainian language and have excellent verbal and written skills