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# Example of Marketing Associate Manager Job Description

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

## Responsibilities for marketing associate manager

* Work with the Marketing Manager to drive effective media lead generation activities through newspaper, direct mail, web and other key marketing vehicles for company owned retail locations
* Actively support the delivery/execution of the channel marketing plan
* Know and understand budget parameters including sales, volume, margin and marketing A&P
* Planning and executing campaigns to ensure effective, innovative and efficient delivery
* Creates strategic plans for category through collaboration with partners
* Demonstrates how plans support the broader company strategies
* Builds marketing launch and go to market plans that align objectives and strategies
* Plans and executes overall messaging strategy across vehicles and tactics
* Able to test and learn, providing feedback loop to inform recommendations on future strategies and tactics
* Define tradeshow goals, strategies, and ROI measurement criteria and drive planning meetings

## Qualifications for marketing associate manager

* 3 - 5 years professional work experience, preferably in digital marketing
* An engaging, outgoing personal style--enjoy working on a team and supporting a talented, fun group of marketing professionals
* Creative, resourceful, results oriented and collaborative team player
* Tenacious, energized, curious and enthusiastic self-starter
* Experience in social media platforms (Facebook, Twitter, LinkedIn, ) and use of viral marketing
* Hands-on experience working directly in content management systems (CMS) and related technologies to implement online content a must