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# Example of Marketing Associate Job Description

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

## Responsibilities for marketing associate

* Analyze effectiveness of promotional programs
* Partner with local support teams to provide marketing support
* Communicate ongoing marketing updates to the Middle Market sales force
* Upholding the institutional memory of the organization by helping to maintain a shared knowledge portal and repository of processes and best practices
* Collaborating with Marketing and other Firm departments to maintain and update firm-wide collateral and content to ensure a single source for all materials
* Collaborating with vendors and creative resources to develop and manage the firm’s gift strategy and execution
* Coordinating management of the budget, including annual, quarterly and monthly updates and reviews of expenses
* Aiding with the review, closing and filing of contracts with primary vendors, including media buying, agency relationships and freelancers, as necessary
* Assisting with the coordination and creation of quarterly leadership reports designed to illustrate marketing effectiveness and business impact
* Helping with benchmarking the Marketing department processes against other organizations and develop plans and recommendations to ensure best-in-class execution

## Qualifications for marketing associate

* Knowledge of animation/video experience
* Strong Photoshop, Illustrator, and InDesign experience
* Ability to work directly with market leaders and senior team members
* Experience with website Content Management Systems and e-blast database
* Edit / Update / Review marketing materials (Factsheets, manager commentaries, fund manager reports, Minibooks, Pitch Books,Ratings & Rankings ) to customize to local business requirements
* 3+ years of experience in a marketing related role