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# Example of Marketing Communications Associate Job Description

Our innovative and growing company is hiring for a marketing communications associate. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for marketing communications associate

* Liaison between advertising, social, and marketing team with responsibility for overall project management
* Drives new ideas into the organization
* Identify and align approvals of campaign metrics, establish tracking reports and collate results of all campaigns with learnings & recommendations, and co-share delivery of online acquisition targets
* Develop, manage and execute a strategic and comprehensive marketing and communications plan to build brand awareness and recruit top-candidates for the Knight-Hennessy Scholars Program
* Lead digital marketing efforts by executing integrated communication strategy
* Establish and maintain the voice for the program the editorial calendar
* In coordination with the Managing Director, create and implement a high-touch donor stewardship plan that will include annual personalized communications, reports and events
* Partner with the Dean of Knight-Hennessy Scholar Admissions to develop admission materials, coordinate recruiting events, and leverage Stanford’s network to attract top global talent
* Define and conduct market research, including benchmarking, identification of market opportunities and communications program analysis
* Write and produce various communications and marketing pieces as assigned

## Qualifications for marketing communications associate

* Relationship skills – the ability to build strong relationships with Marketing Directors, Marketing Managers, sales and product teams and deliver messages across a matrix within and outside marketing
* 3-5 years of relevant experience, preferably in a corporate environment
* Ability to communicate a story successfully at all levels across the organization
* An eye for what type of creative performs well in a variety of contexts
* Demonstrated proficiency in Word, Excel, PowerPoint, Adobe PDF
* Relevant experience in financial services firm (eg