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# Example of Marketing Manager / Associate Job Description

Our innovative and growing company is hiring for a marketing manager / 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 manager / associate

* Demonstrate expertise for contributing to development and implementation of complex integrated marketing communication programs, including analyzing research/data inputs, contributing to developing marketing strategy and marketing communication plan, and determining and allocating resources required
* Support commercialization execution and launch planning for ADC platform
* Commercialization core team member for launch of Type 2 diabetes patch pump
* Coordinate a broad array of commercialization and marketing projects
* Significant cross functional and regional collaboration in providing input and alignment to support the commercialization project plan
* Build internal communications plan execution & logistics
* Track and analyze metrics for key launch and post-launch initiatives
* Develops and maintains all project documentation throughout the project lifecycle
* Establishes and measures project performance metrics – prepares project status reports and presents project performance updates to senior management
* Management of revenue and budget for all paid search and shopping campaigns within Google Adwords, Bing, and Yahoo Gemini

## Qualifications for marketing manager / associate

* You are analytical and you like working with numbers
* You are result-oriented, accurate, service-minded and organized
* You have strong problem analysis and problem-solving skills
* You feel good about working in teams – also when working under pressure
* Preferably you have already gained some first work experience within the marketing area of the FMCG industry and gained technical marketing skills
* Five plus years of digital marketing and marketing automation experience