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# Example of Marketing Manager / Associate Job Description

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

## Responsibilities for marketing manager / associate

* Analyzes markets, market segments and competitor activities to increase the effectiveness and ROI of own marketing activities
* Executes other special projects and duties as assigned by Marketing Director
* Forms additional working relationships outside own area of responsibility
* Develops and sustains productive internal and external customer relationships
* Proactively and independently creates new campaigns and sees them through to the end
* Collaborate and coordinate with various marketing teams other departments across the organization to ensure that segments are properly utilized and socialized for optimal performance
* Lead divisional team meetings to ensure planning and display development is on schedule and meets marketing goals and objectives
* Leads and directs the work of others at show/event site
* Work with vendors to arrange space, special event venues, literature, hotels, equipment rental and set-up and dismantling of the exhibit
* Assists with digital and social media content development related to events and promotions to build product awareness

## Qualifications for marketing manager / associate

* Should be able to lift 45 lbs on occasion
* Minimum of 5 – 7 years' experience in content or digital marketing
* Bachelors degree in Marketing or other marketing discipline with 2-4 years of experience in marketing, technical, sales or related product management experience
* Analytical skills and abilities to work with large data sets in Excel
* Strengths in team and relationship building (with both internal and external customers)
* Strategically agile and energized by a fast moving environment