Downloaded from <https://www.velvetjobs.com/job-descriptions/relationship-associate>

# Example of Relationship Associate Job Description

Our growing company is hiring for a relationship associate. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for relationship associate

* Responsible for managing Marketing Automation reporting and analytics, and communicating ongoing performance to marketing management
* Monitor, analyze, and provide recommendations to the business for using Marketing Automation technology to improve ROI, focus marketing spend, and improve funnel effectiveness
* Assist the Dairy Foods IMC team in the development of campaign landing pages, forms, or other digital assets to support demand generation and lead nurturing programs
* Assist in the implementation of ongoing training and communications to internal stakeholders on marketing automation best practices and usage tips
* Partner with Strategic Relationship Manager to provide business updates to partner firms – partnership priorities, key initiatives, firm updates, Offer creative input on how to strengthen relationships with partner firms
* Manage client deliverables on both a repeating and ad hoc basis – performance, sales, AUM, competitive analysis
* Work close with lead Relationship Manager to facilitate all interactions with one of our partner firms
* Drive strategic planning -- drive strategic alignment and help lead steering committee sessions
* Create ongoing reporting -- build repeatable standardized metrics reports to feed into partner planning
* Serve as point of contact for day-to-day activities -- , help facilitate product releases and user acceptance testing, coordinate go-to-market events and campaigns, etc

## Qualifications for relationship associate

* Good knowledge of capital markets and countries within APAC region
* Relevant KYC/AML experience in the financial industry will be highly advantageous
* Good knowledge of general information systems
* Problem-solving, ability to be presented with issues/problems and be able to resolve and suggest solutions
* Ability to understand ratings, legal and compliance matters
* Ability to develop negotiation skills