



Example of Assistant Manager, Marketing Job Description

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Our company is growing rapidly and is looking to fill the role of assistant manager, marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for assistant manager, marketing

- Develop short and long-term strategies and plans for innovative demand generation marketing programs
- Responsible for the planning and delivery of K-12 product implementation and service, as determined by manager
- Deliver persuasive, customer-focused sales presentations, informative and effective implementations, and specialized workshops for more than one content area
- Delivers in-service training that builds comprehensive product knowledge and effectively prepares teachers to use Client programs
- Managing export documentation
- Coordinating with freight and logistics
- Manage and develop social media channels to build a new database of prospects, engage the existing customers and sales force
- Create social calendars and strategy for social content and facilitate day to day with social vendors to maintain the campaign calendars
- Run social through approvals process
- Seek out influencers and actively engaged consumers and identify strategies to motivate them

Qualifications for assistant manager, marketing

- Bachelor's degree (Preferred from Chemistry Background) + MBA (Marketing) with 3-5 years of experience in Marketing profile preferably from Speciality chemical/FMCG Sector
- High expertise in Digital Marketing
- Strong copywriting skills with experience creating & presenting proposals
- A minimum of five (5) year marketing experience acquired from consumer electronics / I.T
- Prior experience in managing product selling through the consumer retail channels is preferred