



## Example of Associate Manager, Marketing Job Description

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Our company is growing rapidly and is looking for an associate manager, marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

### Responsibilities for associate manager, marketing

- Develops & executes social media advertising campaigns including targeting methodology and ad format guidance across various social communities
- Collaborate with outside vendors and internal product, sales and creative team members on various product marketing initiatives
- Collaborate across marketing teams responsible for other nursing and non-nursing products in both b2b and d2c to maximize the revenue potential for all without sacrificing assigned product(s) revenue
- Fully understand the spending habits and content and workflow needs for the customer vertical
- Produce senior leadership dashboards that both provide an understanding of current status and provide insight to reasons for status
- Support integrated marketing campaign with digital channels & contents
- Contribute to the day-to-day marketing activities from concept and research through implementation
- Contribute to and edit product messaging (PMF) for products for assigned markets check accuracy and request changes
- Respond to learning consultant and all sales product inquiries in a very timely manner – offering needed information and recommends sales strategies
- Owns cross shop activations within JCPenney including the monthly cross shop tool box and calendar and its contents

### Qualifications for associate manager, marketing

- Must have experience using Photoshop and coding basic html
- Must have first hand knowledge of SEO and SEM campaigns
- Project planning is critical
- Experienced with all digital platforms, including desktop, mobile, video, social and search
- Experience in evaluating media plans, a deep understanding of social media channels including targeting and capabilities