



Example of Associate Marketing Manager Job Description

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Our growing company is searching for experienced candidates for the position of associate marketing manager. 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 associate marketing manager

- Collaborate with other business and merchandising teams and assist with the execution of CRM and email marketing to meet business goals
- Manage vendor relationships for category, developing retail marketing plans to achieve category business/marketing plans
- Provide total spend and marketing mix recommendations that support the merchant business objectives and collaborates with cross-functional partners to ensure they are developing the most effective marketing plans to meet their goals
- Analyze data from various parts of the business to identify trends and opportunities
- Will be required to work outside of business hours
- Collaborate with DTC and Division teams to create and execute consumer acquisition strategies across multiple digital channels including Search, Affiliates, Social, Re-marketing, Google Shopping in accordance with the overall business and merchandising goals and plans
- Have experience managing a digital strategy/platform, specifically in social media
- Participate in short-term and long-term brand planning, development of sales and operating budgets, management of and operating within approved financial parameters to enhance profitability
- Manages the analysis of sales and customer data to identify actionable

- Develop and Execute marketing strategies that increase brand and retailer preference within the Dulux and Betonel Dulux stores with both Professional and DIY customers

Qualifications for associate marketing manager

- Expert experience in email and digital marketing, deployment
- Knowledge of Exact Target an asset
- Biologic/self-injectable experience a plus
- Biotechnology or small specialty pharmaceutical marketing experience desired
- Must be detail-oriented, resourceful, proactive, and organized
- Must be a quick thinker, able to trouble-shoot, and have excellent communication skills