



Example of Associate Marketing Manager Job Description

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Our innovative and growing company is hiring for an associate marketing manager. 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 marketing manager

- Tells a compelling and relevant story that conveys well thought-out recommendations, creates a point of view by connecting diverse data to develop insights, presents with poise and confidence, has experience identifying value propositions and creating business cases
- Analyze results on an on-going basis for individual tests and promotions and make recommendations of next steps
- Develop and build strong relationships with core domains product marketing team key stakeholder groups, such as accounting, pricing, and channels
- Organize events for Card Members, clients, and the trade
- Assist in the development and implementation of testing agendas and marketing plans with the purpose of driving both digital and print subscriptions in the email channel across lifestyle, entertainment, sports & news brands
- Manage day-to-day activities for consumer acquisition via the email channel for inactive and prospective customers, including creative development, consumer segmentation and fulfillment operations
- Manage budgets for assigned campaigns
- Work directly with the top performing affiliates helping them to maximize their own earnings and incent them to deliver more with campaigns, offer promotions, creative assets, landing page experiences
- Find new top-level affiliates with high levels of relevant traffic, targeted mailing lists

Qualifications for associate marketing manager

- 3-5 years of professional, relevant work experience in product management, channel marketing or marketing communications is required
- Proven ability to influence others within function and cross-functionally
- Proven success to execute new product development projects and new product launches in a product manufacturing, building products, or consumer products environment
- Powerful teamwork and team building skills, empathy and intuition for both team members and target markets alike
- Strong leadership, interpersonal and persuasion skills – able to make persuasive recommendations and motivate internal and external stakeholders to take action to achieve objectives
- Ability to market technical product features as customer benefits