



Example of Associate Marketing Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of associate marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for associate marketing manager

- Design, develop and update content to educate / market to the seller base (Powerpoint, Presi Presentations, videos)
- Provide insight and information regarding members, prospects and campaign effectiveness to measure performance and business decisions, including demographics, pipeline, prospect conversion, and campaign testing
- Proactively pursues opportunities to drive change that add value to the business
- Oversee communications plan for client end users and business units
- Assist in executing and optimizing campaigns analyzing results to help us determine how and where budget should be allocated
- Partner closely with our analytics team to measure marketing effectiveness and to drive campaign efficiency and recommendations
- Work closely with other teams to share learnings from paid marketing and apply learnings from other teams to campaigns within your channels
- Develop and Maintain site appearance and ongoing content changes
- Test and update items on various online sites
- Manage and contribute to the development of the marketing strategy and plan for member recruitment and retention in assigned area

Qualifications for associate marketing manager

- Excellent verbal and written communication abilities and will be required to

- BA or BS in Advertising/Marketing/Statistics or equivalent (MBA preferred)
- Experience with leveraging social media management and analytics tools, including, but not limited to HootSuite, Visible Technologies, Radian 6 and Crimson Hexagon
- Experience with leveraging digital marketing and analytics tools, including, but not limited to Google Analytics, Adobe Omniture, Quantcast, Compete, Alexa, Comscore and Nielsen
- Experience writing, editing and crafting presentations that are designed to inform key stakeholders of their progress and designed to persuade decision making