



Example of Associate Marketing Manager Job Description

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Our company is growing rapidly and is hiring for an 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

- Support sales efforts to close business
- Play a vital role in creating, managing and growing business presence across email and direct mail channels – including but not limited to, programming, testing, interacting, and reporting, while keeping up best practices
- Close collaboration with customers, sales, and distribution channels to better understand the business value proposition and to leverage it for more effective marketing strategies and plans
- Supports the identification of products and opportunities for Business Development to consider for acquisition or partnership
- Manage the development, approval and distribution for all communications as documented within the plan Based on independent review and assessment, recommends to clients and/or approves on client's behalf the alterations, maintenance and reconditioning as necessary
- Coordinate the execution of all Air Miles Program campaigns the development of new initiatives including the development of all creative briefs, routing of approvals, writing store communication, and analyzing results
- Own analysis of marketing campaign performance, reporting framework for weekly, monthly and quarterly results and goal attainment
- Own analysis of audience acquisition campaign performance, reporting framework for weekly, monthly and quarterly results and goal attainment

fulfillment operations

- Analyze direct-to-consumer marketing efforts, optimizing response rates, profitability, communication, and engagement, to meet divisional goals

Qualifications for associate marketing manager

- 3-5 Years Marketing experience - Ad Agency, Direct Marketing and/or Consumer retail Industry and plus
- Proven track record in two to three marketing roles, ideally in large, complex organizations and covering multiple regions
- Proven project and time management skills, able to manage multiple and varied projects concurrently and end-to-end
- Executes with firm attention to detail
- Strong analytical skills, able to critically assess key decisions and produce clear evaluation of activities to support continuous improvements
- Comfortable with client databases, able to consider best ways to segment clients based on the objectives at hand