



Example of Associate, Marketing Job Description

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Our company is growing rapidly and is hiring for an associate, marketing. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for associate, marketing

- Aid in the development of a marketing infrastructure to support the execution of critical strategies and tactics
- Assisting with assigned technology and infrastructure projects, including the on-boarding process for new technologies and add-on applications to improve and optimize marketing team performance
- Effectively manage multiple, concurrent development projects for products, services, devices, and promotion
- Organize highly complex activities to execute successful Learning & Development launch packages that coordinates training deliverables, online content, and internal communications
- Oversee all aspects of project management for assigned projects while concurrently authoring both training and online content within aggressive timelines
- Review, input and maintain all topic content into the appropriate categories including product content, solutions content, policies, processes, procedures in a concise and timely manner
- Author content to align with provided writing guidelines and brand voice
- Exercise strong decision making skills by appropriately tagging content with metadata and ensuring strong key search terms to improve content access and ensure correct placement within online resources
- Collaborate with a variety of internal teams and learners to design, develop, and publish quality online learning content in support of new products and services
- Design online content that enables the successful implementation of business

Qualifications for associate, marketing

- Has a basic understanding of marketing principals, practices and procedures
- Understands the selling process and sensitivity of the challenges of distribution and small business owners at a basic level
- A minimum of one year of applicable marketing related experience is required
- Previous experience with negotiating contracts
- A BA with 2-3 years' work experience in social media marketing for a brand, organization, or publication
- Experience with platforms including Facebook, Twitter, Pinterest, and Instagram