



# Example of Engagement Associate Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

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

## Responsibilities for engagement associate

- Help oversee content and creative workflows, ensuring deliverables with impact
- Steward of segmentation and owner of audience insights, having a deep understanding of key industries (segments) and how each job title/role thinks and behaves in his/her job
- Lead the creation of customer lenses, containing personas and buyer journeys with the aim to drive preference, engagement and conversion
- Design segmented conversation maps, connecting and sequencing content into conversations with the aim to progress towards preference and purchase
- Develop content distribution, influencer and social conversation strategies to amplify reach
- Become the internal voice and go-to for knowledge about our client UPS's business and their key industry target segments
- Drive brief writing, translating insights and client inputs to precise and concise briefs for the creative teams
- Provide general administrative support to the department and/or team
- Assists with scheduling intra/inter-departmental, multi-market and project-based meetings when needed
- Maintain calendars, schedule meetings, make travel arrangements, and coordinate all travel logistics

## Qualifications for engagement associate

- Understand the role of content in developing relationships

- Experience in customer-centric planning
- Fluent in digital content, new formats, new platforms and how audiences uses them in their daily lives
- Understand how to develop social strategies (developing content with social groups, sharing content with social groups, engaging influencers, understanding social distribution)
- Must be a strong strategic thinker to ensure ideas produced are always aligned back to the strategic goals of the business and the key elements of the brand's message