Example of Marketing, Assistant Manager Job Description

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Our innovative and growing company is hiring for a marketing, assistant manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for marketing, assistant manager

- Own reporting and analysis of campaigns, showing total impact of online marketing activities as it relates to signups, leads, and overall marketing ROI
- Work hand-in- hand with the Marketing Director and the Marketing team to define tactical- go-to- market strategies across our three brands
- Manager marketing budget within budget across multiple brands/projects, including planning, reporting, accruals
- Present marketing plans, at key meetings with editors, authors, agents, and company executives
- Responsible for weekly reporting for key digital content by pulling data from analytics tool (Omniture) and updating and publishing a marketing dashboard
- Assist in the development of multichannel marketing campaignsincluding email, brand integration, social, SEM, SEO, direct mail and print
- Develops and implements marketing and publicity campaigns for assigned titles and brands
- Presents marketing plans, at key meetings with editors, authors, agents, sales teams and company executives
- Leverages best practices in digital (social media, search, email,) and traditional (advertising, publicity, events) marketing methods to maximize unit sales and revenue
- Responsible for marketing plan coordination, facilitation and oversight for Hanes bra category

- Knowledge of Microsoft Excel is a must, basic Microsoft Office programs
- Must possess solid analytical skills and creative thinking abilities
- Excellent written and oral communication skills, strong interpersonal and analytical skills are required
- In depth knowledge of basics men underwear business and processes are
- Manage creation and execution of packaging
- Manage inventory creation and minimize excess inventory and other specifications within timelines