



Example of Marketing, Assistant Manager Job Description

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Our growing company is looking for a marketing, assistant manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for marketing, assistant manager

- Collaborate on the creation of assets and marketing plans for Account marketing campaigns and placements
- Monitor reporting on website traffic with Google Analytics along with recommendations for continued improvement to our various marketing goals (email registration, conversion, awareness)
- Working with the broader marketing team, assist with the development and execution of strategies to grow existing HCCP Fiction email lists
- Perform other support functions of the HCCP Marketing department as needed, help with mailings, processing invoices, providing support for sales conference and trade shows
- Manage the online messaging and communications across web, device, email marketing, and social media
- Design, execute, manage, and optimize email marketing campaigns, including landing pages for outreach, nurturing and promotion campaigns
- Proactively communicate findings from online marketing efforts and provide recommendations to leverage these findings
- Collaborate with key stakeholders across the company to gather requirements and to translate business needs into technical execution for marketing campaigns
- Create campaign briefs and product launch briefs to communicate to executional subject matter experts on the marketing team
- Collaborate closely with creative team to help develop content for email

Qualifications for marketing, assistant manager

- Expert knowledge of Word, Excel, PowerPoint FTP browsers like FileZilla (Upload/Download files, zip files, etc)
- Familiarity with Excel, Powerpoint, Word
- Enthusiastic self-starter willing to take/follow direction, highly organized/attention to detail, quick learner, able to juggle multiple tasks, resourceful and work independently
- Knowledge of and interest in the evolving STMS business
- Strong communication skills and ability to engage positively with a range of people
- Ability to learn quickly, cope under pressure and adapt to change