



# Example of Marketing Associate Manager Job Description

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Our growing company is looking to fill the role of marketing associate manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing associate manager

- Help develop long-range strategic plans for assigned category, including category growth strategies (both organic and inorganic) and product portfolio roadmap
- For assigned new product development projects, establish the strategy for product marketing and establish new product "go to market" plan with channel marketing
- Ensure that the assigned new product development projects are successfully managed and launched within the Stage-Gate process on time, on budget, and in scope in conjunction with the assigned Project Manager or as project manager
- Provide product input for annual marketing strategies, budgets, and plans and overarching brand and channel strategies
- Maintain continual surveillance and evaluation of competitors' products/programs, market and industry trends
- Drive connection between internal Retail sales and marketing teams and Foodservice sales organization
- Applies insightful, high quality focused brand leadership through communication, sales conference, briefing meetings
- Manages production of campaign deliverables marketing collateral, digital tools and updates to web resources, in line with brief, in time and to budget
- Must be able to write and/or modify content, headlines, captions and/or story summaries , to support the articulation of messaging
- In consultation with Head of Marketing & Communications, coordinate

## Qualifications for marketing associate manager

- Experience with Google Analytics is a must
- Strong multi-tasking skills and able to work well under pressure
- Ideal candidate must have the ability to work cross functionally within a matrix organization
- University degree in business administration or marketing-related degree or equivalent
- An experience in marketing field of minimum 2 years required, preferably based on general marketing work including trade marketing execution
- You must be fluent in both written and oral English Ukrainian language and have excellent verbal and written skills