



## Example of Marketing Manager / Associate Job Description

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Our company is growing rapidly and is looking to fill the role of marketing manager / associate. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

### Responsibilities for marketing manager / associate

- Tracks market spend to ensure project timelines and expenses are kept on scope and budget
- Ensures that the marketing processes, programs, and internal reports are developed, implemented, and effectively administered to be consistent with corporate guidance and all regulatory, legal, ethical guidelines
- Assumes responsibility for directing and monitoring all third party contractors and vendors to ensure maximum ROI
- Develop and implement retail marketing programs that are innovative, creative and demonstrate return on investment
- Assist in optimizing the online consumer experience through our customers websites
- Liaise with cross functional teams to support seasonal media planning/added value initiatives – media spec packages, media extensions, onsite traffic planning and asset development for secured placements
- Manage analysis and manage corporate reporting for weekly, monthly, and seasonal submissions
- Manage media planning invoices, PO's, assist with end of month budget forecasting, and manage department scheduling as necessary
- Support the Media Planning team to idea build relationships with key media partners
- Assist the Director with the day-to-day management of the property

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- Understanding of KPIs including ROAS, ROI, CPA/CPI, CTR, AOV
  - Familiarity with Omniture (Adobe Analytics) or other analytics platform a plus
  - Team player with ability to work independently under tight deadlines
  - Background in ecommerce and passion for fashion preferred
  - Lives a digitally connected life
  - Ability to manage projects as part of cross-functional teams with strong communication skills and the demonstrated ability to influence across multiple stakeholders