

Marketing Assistant Job Description Template

Marketing Assistant Sample Job Description

Are you an organized Marketing Assistant who is passionate about providing the best possible support to the wider marketing team?

Marketing Assistant Job Description Summary

Our company is seeking a Marketing Assistant to assist the marketing department with its initiatives and campaigns. Day to day, you will help to create and/or co-ordinate content, track results, build relationships with our sales team, and otherwise support the implementation of all marketing strategies. Often, you will act as the intermediary between Marketing and other teams within our organisation.

About Your Company

[Insert 3-4 sentences summarizing what your company does. Share your mission, vision, and a little bit about your product or service.]

Marketing Assistant Job Responsibilities

As a Marketing Assistant at our company, you will:

- ✔ Support the marketing department's initiatives with the planning, executing, and tracking of marketing programs.
- ✔ Coordinate marketing campaigns, including copy, posts, scheduling, testing, and database management.
- ✔ Monitor and report on email, digital, social media and content marketing campaigns.
- ✔ Assist with maintaining and developing databases and mailing lists.
- ✔ Maintain a directory and inventory of marketing, sales and office support materials
- ✔ Take notes, type up documents, populate spreadsheets and input data.
- ✔ Schedule and arrange meetings and travel itineraries.
- ✔ Provide administrative support to coordinate and organise market research
- ✔ [Add or delete details about the role where necessary]

