

# 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]

## Marketing Assistant Job Requirements

Our ideal Marketing Assistant will have:

- ✓ Excellent organizational and time management skills, able to handle many diverse projects and tasks.
- ✓ Excellent verbal, written, communication and presentation skills.
- ✓ Proficiency in Microsoft Office suite, especially with Word, Excel and PowerPoint.
- ✓ Familiarity with content management systems (CMS) and customer relationship management (CRM) tools.
- ✓ Firm grasp on various marketing platforms, channels, and best practices, including social, digital, and email marketing.
- ✓ A people person and team player, with a knack for diplomatically following up on project priorities and assigned team tasks.
- ✓ [Add or delete details about the role where necessary]

## Marketing Assistant Benefits

- ✓ [List all of your company's core benefits here]
- ✓ [This list might include health insurance, 401k matching, wellness or commuter reimbursements, and parental leave policies]
- ✓ [It also might mention nice perks like the office's location, your dog-friendly environment, a flexible vacation policy, or meals provided]
- ✓ [Consider mentioning industry-specific benefits]

## Marketing Assistant Education and Qualifications

- ✓ A bachelor's degree in marketing, business, advertising or another related field is not required to hire a good Marketing Assistant. Vervoe believes in hiring marketing assistants based off a skills assessment, rather than the education background on a resume.
- ✓ Experience in related marketing roles or marketing department does not guarantee job performance of a marketing assistant. Vervoe believes in hiring based off merit, not background.

### Pro Tip

In building your candidate profile, remember you've already identified what skills are needed to succeed in the role. Here's where to list your "must-have" skills and maybe a couple of "nice-to-have" skills. For example, a Marketing Assistant must have incredible data entry skills, and it would be nice to have experience running small campaigns.