

Assistant Marketing Manager Job Description

Duties and Responsibilities:

- Plan, organize, and implement market survey to obtain data that provides insight to market trends and consumer requirements
- Interpret data obtained from market research/survey to produce results useful in taking effective business decisions
- Carry out demographic surveys to identify potential customers
- Contact potential customers through emails, calls, and home visits to create product/service awareness
- Employ knowledge of company goals in carrying out marketing operations
- Establish good working relationships and rapport with clients to ensure continued patronage and minimal consumer attrition
- Support marketing managers in the development of pricing strategies to set suitable prices for products
- Oversee the activities of marketing teams to ensure assigned tasks and set goals are achieved
- Conduct surveys to determine possible reception of a new product by a target market
- Write statements and press releases for the promotion of product/services on media channels
- Prepare and present regular reports to management on the results and activities of marketing teams
- Oversee the design and publication of promotional materials such as ad posts and flyers
- Attend seminars and conferences to improve on existing job knowledge
- Monitor the performance of products in the market to modify marketing strategies where necessary.

Assistant Marketing Manager Requirements – Skills, Knowledge, and Abilities

- **Education and Training:** To become an assistant marketing manager, you require a Bachelor's degree in any field of study; however, marketing, business studies, economics, and other business related disciplines are mostly preferred. Having certifications from recognized bodies such as the Chartered Institute of Marketing increases job prospects
- **Communication Skills:** One of the essential qualities required in promoting a product and convincing clients to make purchases is the ability to communicate
- **Teamwork Skills:** Assistant marketing managers are adept at working with marketing teams and other departmental heads to achieve a common goal
- **Organizational Skills:** Assistant marketing managers are able to plan, organize, and implement marketing strategies to boost sale and product awareness.