

Marketing Assistant Job Description

Are you on the lookout of an industrious marketing assistant? Then check this out. Our **Marketing Assistant Job Description** has been created for recruiting agencies to hire twice faster. By publishing this template on career pages, you will inevitably increase your chances of finding a decent and promising candidate. Bear in mind that this sample is absolutely free and open for editing. You can download it and further on delete or insert any of desired marketing assistant duties or responsibilities.

Marketing Assistant Job Duties

The main purpose of marketing assistance is to support the work of project executives and marketing managers. The scope of job duties stretches over the development of high-grade marketing strategies and tasks, the establishment of the long-term customer relationship, and work with tons of marketing data. Here is the complete list of marketing assistant duties:

- Do one's best to assist the company in reaching its marketing objectives
- Conduct marketing research and collect the information, which is useful for strategy planning and development; prepare and deliver thorough reports based on the study findings
- Discover actual market trends and patterns
- Draft graphs and prepare comprehensive data analysis by means of PC software
- Participate in production of materials and planning of events for promotional purposes
- Assist in maintaining social media profiles and pages for products, brands, or services
- Provide clerical assistance when the promotional materials are being generated
- Insert marketing information into spreadsheets in order to facilitate the creation of reports for the upper management

Marketing Assistant Responsibilities

Now it's time to proceed to the very essence of marketing assistance. Note that this list is just a presentation sample, which can be customized in compliance with your company's requirements. So, the typical marketing assistant responsibilities include:

- Carry out the daily portion of administrative tasks to ensure smooth running of the office activities
- Distribute or reassign phone calls or visits whenever necessary; furnish clients with the requested marketing materials; act as a counselor
- Keep an eye on inventories and databases; update them with current financial, statistical, and another sort of information
- Be responsible for maintaining trustworthy relationships with clients
- Show one's respect for customer confidentiality
- Assist in creating marketing literature to enforce the company's market presence

Marketing Assistant Requirements

The applicants for marketing assistant job will be evaluated from the bottom to the top in order to find out if they are predisposed to showing high-scale results. First things first, it's crucial to have a degree in Business, Marketing, or any related field. Next, it's important to understand the basics of office management and be proficient in marketing. Sure, the advantage will be given to those applicants who are experienced enough and had successfully performed in the past. Also, it's a plus for the job seeker to be familiar with market research techniques and databases. Further on, the potential marketing assistants or [marketing consultants](#) need to have good working knowledge of online analytics, MS Office, CRM tools, Google AdWords, etc.

Marketing Assistant Key Skills

- Customer-orientation
- Understanding of the company's business line
- Creative mind
- Impeccable communication skills
- Ability to organize and prioritize
- Numeracy skills
- Confidence
- Ability to work in a team
- Flexibility and adaptability