



# Marketing Assistant Job Description

**Title: Marketing Assistant Intern**  
**Position Reports To: Account Manager**

**Revised: 9/01/14**  
**Grade Level: 9**  
**Authorized By: \_\_\_\_\_**

**Key Results Areas:** (State the general nature, level and purpose of the job in summary form)

The Marketing Assistant will assist the management team in day-to-day projects. The Marketing Assistant will aid in developing of new business/projects proposals, conducting industry research, servicing of accounts and assist with program execution. The intern in this position will have direct contact with clients as appropriate.

**Nature and Scope of Activities:** (Reporting structure and the impact the job has on the company)

The Marketing Assistant reports directly to the Account Manger and in his/her absence, reports to the Principal. The position works to ensure timely and profitable execution of the Client's program. The Marketing Assistant will concentrate on the marketing and advertising aspect of projects. Marketing Assistant input and decisions could impact project profitability.

**Principal Duties and Responsibilities:** (Responsibilities critical to the successful performance)

- ✓ Works with Account Manager to insure on-time, safe and legal implementation of all programs.
- ✓ Interfaces and attend Client meetings as required.
- ✓ Manages, schedules and coordinates the execution of initiatives for assigned projects.
- ✓ Responsive to budget issues in order to maintain profitability of assigned projects.
- ✓ Prepares contact reports for management and client detailing meetings & conversations.
- ✓ Monitors compliance with company policies and procedures pertaining to hiring and expenses.

**Working Relationships:** (Describe the type of interaction and supervision required)

Position will interact with every department in the company and will interface with the client as required. Must coordinate activities within the company and with outside suppliers as well as deal effectively with the client.

**Qualifications Required:** (Education, Experience (Years/Type), Other)

Education: Undergraduate degree in Journalism, Communications or Business required.

Previous Experience: Knowledge of advertising, public relations and/or sales promotion disciplines desirable.

Other: Individual must be a self-starter and exhibit solid organization, communication and beginning personnel management skills.

The above statements are intended to describe the general nature and level of work being performed by individuals in this job. They are not intended to be an exhaustive list of the responsibilities, duties or skills required of individuals so classified.