**JOB DESCRIPTION**

**MARKETING MANAGER**

**JOB TITLE:** Marketing Manager

**OBJECTIVE**

Studies the dealership's customer base and the automotive retail market in the area to develop effective programs for soliciting business.

**PRIMARY RESPONSIBILITIES**

* Establishes marketing goals to ensure market share and profitability of products and services.
* Plans and oversees the dealership's advertising and promotional activities, including print, electronic and direct mail media.
* Develops and executes monthly and annual marketing budgets.
* Develops and executes marketing plans and programs, both short and long-range, to ensure the profit growth and expansion of dealership products and services.
* Communicates with outside advertising agencies regarding ongoing campaigns.
* Works with writers and artists; oversees copywriting, design, layout, paste-up, and production of promotional materials.
* Creates and prepares all print advertising, radio and TV commercials, billboards, direct mail pieces, in-store point-of-purchase merchandising aids, interior and exterior signs, off-site displays, news releases, and stories.
* Works with the dealer and general sales manager to develop upcoming ad campaigns.
* Communicates marketing efforts to all dealership employees.
* Acts as liaison with news media.
* Acts as liaison with the manufacturer regarding merchandising.
* Attends pertinent marketing/sales promotion meetings by the manufacturer and dealer associations.
* Achieves satisfactory profit/loss ratio and share of market performance.
* Researches, analyzes and monitors financial, technological, and demographic factors to capitalize on market opportunities and minimize competitive activity's effects.
* Communicates with dealership employees to keep abreast of customer attitudes, demographics, buying habits, etc.
* Communicates with customers to determine their needs and interests.
* Evaluates market reactions to advertising programs, media placement, and merchandising policy.
* Seeks out and uses industry sources and consumer information.
* Prepares marketing and other reports and presents them to dealership management.
* Develops surveys and other marketing tools.
* Tracks marketing results to ensure marketing objectives are achieved within designated budgets. Takes corrective action when necessary.
* Attends monthly manager meetings.
* Maintains professional appearance.
* Other tasks as assigned.

**ADDITIONAL RESPONSIBILITIES**

[If applicable.]

**SUPERVISORY RESPONSIBILITIES**

[If applicable.]

**QUALIFICATIONS**

An individual must perform each essential duty satisfactorily to perform this job successfully. The requirements below represent the required knowledge, skill, and ability. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

**EDUCATION and EXPERIENCE**

* Bachelor's degree (B.A.) from a four-year college or university; or one to two years related experience or training; or equivalent combination of education and experience.
* Two to four years related experience or training; or equivalent combination of education and experience.
* Four to ten years related experience or training; or equivalent combination of education and experience.

**VERBAL SKILLS**

* Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.
* Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of the dealership.
* Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from managers, clients, customers, and the public.
* Can read, analyze, and interpret standard scientific and technical journals, financial reports, and legal documents and respond to common inquiries or complaints from customers, regulatory agencies, or business community members. Ability to effectively present information to top management, public groups, and/or boards of directors. Ability to write speeches and articles for publication that conform to prescribed style and format.
* Ability to read, analyze and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or styles. Ability to give compelling and persuasive speeches and presentations on controversial or complex topics to top management, public groups, or board of directors.

**MATH SKILLS**

* Ability to add, subtract, multiply and divide into all units of measure using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
* Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic math.

**REASONING ABILITIES**

* Ability to apply common sense understanding to carry out detailed but uninvolved written or oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations.
* Ability to apply common sense understanding to complete written, oral, or diagram instructions. Ability to deal with problems involving several concrete variables in standardized situations.
* Ability to solve practical problems and deal with concrete variables in situations where only limited standardization exists. Ability to interpret various instructions in written, oral diagram, or schedule form.
* Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret technical instructions in mathematical or diagram form and deal with abstract and concrete variables.
* Ability to apply logical or scientific thinking principles to a wide range of intellectual and practical problems. Ability to deal with a variety of abstract and concrete variables. Ability to deal with nonverbal symbolism (formulas, scientific equations, graphs etc.) in its most difficult phases.

**CERTIFICATION and LICENSE**

[If applicable.]

**PHYSICAL REQUIREMENTS**

An employee must meet the physical demands described here to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

**WORK ENVIRONMENT**

The work environment characteristics described here represent those employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

**Job Title:** Marketing Manager  
**Department:**

**Reports To:**

**FLSA Status:**

**Prepared By:**

**Prepared Date:**

**Approved By:**

**Approved Date:**

**Revised Date:**

**Job Description Acknowledgment**

I have reviewed the job description for my position and understand my responsibilities.

Employee Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Manager Signature: ­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_