TITLE: Marketing Manager

REPORTS TO: General Sales Manager

POSITION INFORMATION:

The Marketing Manager performs studies of the dealership's customer base and of the automotive retail market in the area. Using this information, s/he develops effective programs for soliciting business.

DUTIES AND RESPONSIBILITIES: (Dealer: For each job function, check ''E'' if it is essential in your dealership or ''M'' if it is marginal.)

E( ) M( ) Work with the Dealer and General Sales Manager to develop and perform telephone and other promotion programs.

E( ) M( ) Communicate with dealership employees to keep abreast of customer attitudes, demographics, buying habits, etc.

E( ) M( ) Seek out and use sources of industry and consumer information.

E( ) M( ) Prepare reports and present them to dealership management as needed, using dealership computer equipment.

E( ) M( ) Communicate with customers to determine their needs and interests, taking note of the information for reports and future promotional programs.

E( ) M( ) Be sensitive to and handle consumer complaints. Ascertain and record the facts, let the customer know the matter will be handled, and forward the complaint to the appropriate manager. (Dealer: If you have a Customer Relations Manager, s/he may be in charge of this function. See job description in this guide.)

E( ) M( ) Send a copy of all complaints to the Dealer.

E( ) M( ) Handle the details for customer mailings.

E( ) M( ) Work with the Dealer to develop upcoming ad campaigns. (Dealer: If you have an Advertising Manager, s/he may be in charge of this function. Sorry, no job description for Advertising Manager in this management guide.)

E( ) M( ) May develop surveys and other marketing tools.

QUALIFICATIONS:

Marketing degree preferred. Ability to read and comprehend instructions and information. Must have knowledge of basic demographics and marketing principles. Excellent communication skills in person, on the telephone and in writing. Knowledge of automobile industry. Some computer knowledge preferred. Professional personal appearance.

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WORKING CONDITIONS:

Work is performed mostly in an office setting. May be required to move about the dealership to communicate with dealership employees. May be required to leave the dealership periodically to investigate information sources.

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NOTE:

This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, the dealership reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances change (i.e., emergencies, changes in personnel, work load, rush jobs, or technological developments).

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the dealership has a similar right.

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Employee's Name Employee's Signature Date

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Supervisor's Name Supervisor's Signature Date

We are an Equal Opportunity Employer