Aftermarket Marketing Administrator

SUMMARY

Define, and enhance the dealership image and brand in Aftermarket. Leads efforts to better understand, attract, and retain customers. Develop and manage tactical marketing strategies in order to promote the Aftermarket dealership products and services through targeted efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Assist in the development of detailed marketing and targeted customer outreach plans that will increase Aftermarket sales.
- Maintain and expand company’s branding efforts and identify strategies to increase aftermarket presence in the marketplace.
- Assist in outreach for all areas of the Aftermarket: AG, CWP, OEM, and L+G.
- Assist in follow-up on new machines sold, inspections needed before warranty expiration.
- Lead the development, communication, and assessment of tactical marketing strategies (advertising, promotions, incentives, events, etc.) that reach targeted prospects.
- Determine cost effective approaches to pursue aftermarket growth.
- Prepare, with Aftermarket Managers, an annual Marketing calendar and communicate to dealership personnel (Seasonal Promotions)

QUALIFICATIONS

- 5+ years sales and/or marketing experience
- Familiar with John Deere and competitive products
- Proven ability to lead and inspire others
- Proven ability to communicate effectively one-on-one and within a group
- Proven ability to analyze and interpret internal and external marketing reports
- Proven ability to be creative and innovative preferred
- Bachelors Degree in business or marketing or equivalent experience
- Must have a valid driver’s license
- Must have a clean driving record

HOURS

- Monday – Friday 8am-5pm