Assistant Marketing Manager

JOB DESCRIPTION

SUMMARY
Assist with enhancing the dealership brand and growing company sales. Supports customer acquisition and retention by developing marketing strategies and advertising campaigns to promote dealership products and services.

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

- Working with Department Managers, develops a marketing activities calendar and provide necessary follow-up to ensure timely completion of activities.
- Recommends ideas to increase sales and assists with planning and execution of campaigns.
- Stays informed of new avenues to deliver the company's brand and advertising messages, including content deployment using social media outlets.
- Adheres to the promotion budget for the entire organization or per location/department which may include managing vendor invoices and claims.
- Order and distribute promotional materials for the dealership.
- Updates customer data in JDAIM/CSM to ensure accurate records such as addresses for mailing lists.
- Act as a liaison with manufacturer's advertising and marketing communications representatives.
- Act as a liaison for all media and advertising relationships and may support or create graphic designs.

QUALIFICATIONS

- Preferably 3+ years marketing experience.
- Familiar with John Deere and competitive products.
- Experienced with graphic design programs.
- Proven ability to lead and inspire others.
- Effective communicative skills.
- Ability to manage projects which would include multi-tasking, prioritizing, and successfully managing multiple events simultaneously.
- Proven ability to analyze and interpret internal and external marketing reports.
- Proven ability to be creative and innovative.
- Ability to use standard desktop load applications such as Microsoft Office and internet functions.