

Job title: Marketing Director
Department: Sales Department
Reporting to:
Date written:
Approved by:
Approval date:
Date reviewed:
Employment status:
Written by:

SUMMARY JOB DESCRIPTION

Generates additional income for the dealership by selling financing and insurance programs, and other appropriate after-sales products, to purchasers of new and previously used cars.

The MAJOR TASKS are listed below, but the incumbent may be assigned to other duties.

- Sells financing and life and health insurance, as well as various coverages and extended warranties.
- Processes financing and lease transactions accurately and fairly through financing sources, in order to have them approved.
- Negotiates with financial institutions in cases which are denied, and, if appropriate, submits the file to his/her supervisor, so that special conditions may be negotiated.
- Works closely with his/her supervisor and the dealer to establish sales department objectives and ensure that they are attained.
- Works with the sales managers to achieve a reasonable profit on each sale.
- Coordinates financing forecasts with sales department forecasts, to achieve the desired penetration and income levels.
- Establishes and maintains good business relations with several sources of financing, including manufacturers and their financial branches.
- Is constantly on the lookout for new credit facilities, in order to obtain competitive rates of interest and financing programs.
- Writes various reports on financing penetration and the profits generated by the transactions, as well as other statistics (items sold...).
- Establishes and maintains a program to ensure that 100 percent of customers rely on the after-sales marketing service.
- Provides customers with detailed information on aftermarket products and extended warranties.
- Explains service conditions and the manufacturer's and dealer's policies to the customers in detail.

- Efficiently completes vehicle sale and leasing forms, when required.
- Is responsible for registering new and previously used cars.
- Verifies with the Quebec Ministry of Justice RDPM [Register of Personal and Movable Real Rights] any liens on vehicles purchased or traded in, and forwards this information to the sales manager and/or controller.
- Verifies all documents, to ensure that the titles of ownership to the vehicles purchased or traded in are in order.
- Ensures that the information on the sale or lease contracts (taxes, signatures, vehicle descriptions, etc.) is accurate.
- Ensures that all financing and insurance charges are collected.
- Accepts deposits and issues receipts.
- Receives all credit applications.
- Processes the end-of-month commission sheets for the accounting payroll department.
- Provides the sales team and sales managers with up-to-date information on financing and leasing programs, on an ongoing basis.
- Provides the sales team with training on the advantages of financing, insurance and extended warranty programs, as well as how to prepare customers for the services provided by the marketing director.
- Supervises and trains personnel appointed as backups, in order to ensure efficiency and profitability when he/she is absent.
- Keeps an adequate and up-to-date supply of all contracts and documents required for the preparation and finalization of automobile transactions.
- Understands and observes federal and provincial regulations and municipal bylaws affecting the new car, previously used car and finance departments.
- Takes part in management meetings.
- Maintains a professional appearance.
- Performs other tasks, based on management requirements and instructions.

SECONDARY TASKS

- *Description of one or more secondary tasks to be added, according to your needs.*

JOB REQUIREMENTS

Language skills
Knowledge and skills
Responsibilities

Effort
Work conditions
Other requirements

Uses his/her software efficiently to obtain more details about the requirements of the job. This software has the advantage that it incorporates the sixteen job evaluation factors developed by the CCAQ to facilitate the achievement of pay equity within the business. With this software, each job evaluation criterion for the jobs related to a job can be indicated below each job description.

N.B.: In this publication, the use of the masculine to refer to people does not imply any discrimination.

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