

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

SUMMARY JOB DESCRIPTION

Devises and implements programs to solicit the clientele.
Analyzes information on the dealership's clientele and the retail automobile market in the surrounding geographical area, in order to develop effective customer solicitation programs.

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

- Establishes marketing objectives, to obtain a market share and ensure product and service profitability.
- Plans and supervises the dealership's advertising and promotional activities, making use of the written press, the electronic media and mailing services.
- Prepares and implements monthly and annual marketing budgets.
- Devises and implements short and long-term marketing plans and programs, in order to achieve growth in profits and in dealership products and services.
- Contacts advertising agencies concerning current advertising campaigns.
- Works with writers and artists and supervises copywriting and the design and production of promotional materials.
- Designs and composes, together with the managers, all printed advertising, radio and television commercials, billboards, mailings and internal or external notices.
- Works with the dealer and the general sales manager to develop future advertising campaigns.
- Notifies dealership employees of any marketing initiatives.
- Liaises with manufacturers on marketing matters.
- Takes part in relevant marketing or sales promotion meetings put on by the manufacturers and dealer associations or organizations.
- Achieves an adequate profit/loss ratio and obtains a satisfactory market share.
- Communicates with dealership employees, in order to keep abreast of the attitudes, behaviours and consumption habits of the clientele, etc.
- Interacts with the customers, in order to become familiar with their needs and concerns.

- Evaluates market reactions to advertising programs, inserts in the media and marketing policies.
- Researches and uses industry sources and information about consumers.
- Writes marketing and other reports and submits them to dealership management.
- Designs surveys and other marketing tools.
- Follows up on marketing results, to ensure that marketing objectives are met, within permitted budget constraints. Takes any necessary corrective action.
- Takes part in monthly 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.

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