



Marketing Manager Job Description

Reports to: Vice President of Marketing

Position Summary:

The Marketing Manager is responsible for marketing functions and assisting with the development and implementation of strategies for Lane Automotive product lines and Motor State Distributing. This role works cross-functionally across the organization to achieve efficient, cost-effective objectives that drive sales, profit, growth, and alignment across our dealer and vendor network.

Supervisory Responsibilities:

The position supervises others and requires accountability for direct reports.

Key Responsibilities:

- Assist with planning, developing, and executing all Lane Automotive initiatives.
- Develop and maintain a twelve-month calendar of all Marketing initiatives, including advertising, co-op, and social media for all Lane Automotive brands.
- Participate in developing and maintaining Marketing and Sales goals.
- Secure and maintain relationships within the organization and with our industry partners.
- Serve as the point of contact for all vendors and partners involved in marketing campaigns, including customers, suppliers, and media partners.
- Review industry trade publications and news outlets for competitive information, innovative/creative ad content, and technologies.
- Create and monitor reports to measure performance.
- Conduct market research to identify trends, customer needs, and growth opportunities.
- Oversee all co-op advertising budgets to ensure profitability and deliverables that meet partner expectations.
- Manage and execute paid and organic digital media campaigns/strategies, including social media, Pay Per Click (PPC), brand websites, email marketing, and Search Engine Optimization (SEO) initiatives to enhance awareness of Lane Automotive's family of brands, drive traffic, and establish a unique brand identity.
- Create and maintain a digital media calendar in collaboration with the Creative Team.
- Work with internal and external teams to ensure media (photography, video, copy) is completed promptly and to a high standard.
- Monitor private brand websites by conducting regular SEO audits, recommending and implementing optimizations, and making timely website updates in coordination with internal and external teams.
- Analyze and report on campaign performance, providing insights for future optimization.
- Monitor own work to ensure quality, apply feedback to improve performance, and identify opportunities to enhance and promote quality.
- Attend industry events (Company Events, Trade Shows, and Motorsports Events) as a strong brand representative.
- Conduct employee performance evaluations, issue disciplinary action, and consistently enforce company policies as outlined in the employee handbook.
- Work in a team environment.
- Promote and maintain a clean, safe work environment by adhering to procedures, policies, training, and regulations.
- Ensure established policies and procedures are followed.
- Participate in continuous improvement project team activities.
- Assist with talent and workforce planning.

- Other duties as assigned.

Education/Experience/Qualifications:

- Bachelor's degree in marketing, communication, or a related field.
- 5-7+ years of experience in marketing and/or sales experience with a working knowledge of the automotive aftermarket industry.
- Demonstrated leadership activity in similar roles or organizations.
- Knowledge of email marketing platforms such as Mailchimp, Constant Contact, or similar.
- Experience with digital media platforms, including Google Ads, Facebook Ads Manager, and YouTube Ads.
- Experience managing social media platforms, including LinkedIn, Facebook, Twitter, Instagram, and YouTube.
- Experience in digital media and traditional media buying is a plus.
- Experience working with SEO management software/tools is a plus.
- Experience with project management tools

Skills & Abilities:

- Excellent organization skills and detail-oriented with exceptional critical thinking, multi-tasking, and problem-solving abilities.
- Excellent time management.
- Strong quantitative and analytical skills.
- Proficient with Microsoft Office Suite and other job-related equipment and software.
- Ability to communicate effectively (clear and concise) through writing, speaking, active listening, and presentation. Excellent verbal and written communication skills.
- Ability to read, analyze, and interpret data.
- Ability to work both independently, within a team, and cross-functionally with other departments/stakeholders.
- Ability to work with minimum supervision/guidance and must be self-directed.
- Excellent problem-solving skills and sound judgment.
- Ability to develop and foster business relationships.
- Ability to perceive, use, understand, manage, and handle emotions.
- Ability to understand own thoughts, feelings, and actions; and how they influence own behavior and impact others.
- Willing to participate in Company designated training.
- Must have knowledge of and comply with the policies and procedures contained in the company handbook.
- Must be able to maintain confidentiality.
- Must be able to practice safe work habits.

Physical Demands:

This office-type position requires sitting, standing, walking, stooping, kneeling, and using one's hands. It also requires operating basic office equipment. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Work Environment:

Each coworker is accountable for their actions and is required to exercise good judgment in everything they do on behalf of Lane Automotive. Part of that responsibility includes understanding and living up to company values, standards, and policies, specifically our code of ethics and business conduct. Additionally, every coworker has the responsibility to ask questions when they are unsure of what those values, standards, and policies require and to act if they believe someone else is not acting consistently with those values, standards, and policies.

The information in this job description is intended to convey the key responsibilities and requirements. It is not an exhaustive list of the skills, efforts, duties, responsibilities, or working conditions associated with the opportunity. Responsibilities are subject to change.

At Lane Automotive, we recognize our ultimate success depends on our talented and dedicated workforce. We value the contribution each Team Member makes to our Vision "To deliver the best customer experience in every market we serve." We expect Team Members to practice values in all decisions and lead the values by action and example.

Lane Automotive Values:

Integrity: Be genuine, always do what's right even when no one is looking

Passion: A strong feeling of excitement

Innovation: Never satisfied with the status quo

Respect: Consideration for everyone, in everything we do

Accountability: Take ownership

Lane Automotive welcomes diversity. As an equal opportunity employer, all qualified applicants will be considered regardless of race, religion, color, national origin, sex, age, sexual orientation, gender identity, disability, or protected veteran status.