



Established in 1977, Magnussen's Dealer Group encompasses several leading automotive dealerships in Northern California & serves local communities & businesses with eco-friendly & cost-effective transportation needs.

You may know us by our flagship dealerships in San Francisco, Bay Area, Magnussen's [Lexus of Fremont](#) & Magnussen's [Toyota of Palo Alto](#) with over 10k combined unique visits per month.

We are looking for a marketing associate / business development manager to lead the design, implementation and roadmap of our multi-channel marketing initiatives with core emphasis on inbound marketing by identifying & engaging high-value prospect channels. Ability to execute winning marketing campaigns with quantifiable results is mandatory.

You will be working in a multi-dealership environment to identify business needs, drive the implementation of business solutions across multiple platforms and business processes. You will be responsible for partnering with both individuals & teams to drive process change, identify and manage priorities and develop models for ongoing customer engagement & prospect acquisition.

Each dealership will have a contact person who can provide dealer specific & local community related content.

Each dealership's brand, or manufacturer, has a local ecommerce/marketing liaison. These associates can provide insights on manufacturers' national & regional campaigns & ways to obtain related raw creative content.

- Evaluate, streamline & consolidate where needed the dealerships' existing marketing programs by exercising a purchasing power of multiple stores.
- Identify, evaluate, and build business processes to drive new marketing campaigns.
- Provide insight for market overview, **value chain analysis**, **customer segmentation**, reputation mgmt, competition, **value proposition**, sales potential, **market entry** and launch strategy.
- Prepare and conduct project reviews with senior management.
- Ability to generate clear & quantifiable reports for individual stores & the dealer group
- Able to present complex ideas in clear concise fashion to technical and non-technical audiences
- Develop and drive marketing initiatives to grow business, track customer response
- Develop and execute programs/promotions to increase market share and maximize ROI
- Create and drive loyalty based programs
- Track product launches & develop marketing campaigns.
- Research local competition & analyze manufacturers' & top performing dealers' initiatives
- Be able to travel between SF - Bay Area & Auburn, Sacramento, CA.
- Experience in the automotive industry is a plus for this role.
- Oversee (create, monitor, measure, & report) multi-channel advertising & marketing campaigns [SEM, SEO, Print, Consumer & Business Social Media, Online Communities, TV, Radio, B2B, (e)mail, sms, mobileapp, etc].
- Strong team player with energy & enthusiasm to produce high quality deliverables.
- Ability to negotiate and influence project outcomes maybe required for this role.

Come join Magnussen's Dealer Group as Business Development / Marketing Manager. We are looking for creative problem solvers with a passion for innovation to join our winning team

Interested? Here are ways to apply confidentially:

1. **By forwarding your resume to MagnussenDealerGroup@Gmail.com with subject line of **Marketing Guru****
2. **By applying via our Facebook page: <http://www.facebook.com/pages/Magnussen-Dealership-Group>**
3. **By applying via ZipRecruiter portal: <http://www.ziprecruiter.com/job/Business-Development-Marketing-Manager/7eb625a2/>**