

# YOUR DEALERSHIP'S MOST PROFITABLE EMPLOYEE

A COMPLETE GUIDE TO HIRING YOUR DEALERSHIP'S MARKETING DIRECTOR

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Pro tips from marketing experts on how to succeed in finding, hiring, paying and retaining top marketing talent.

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## Overview

# THE AUTOMOTIVE MARKETING DIRECTOR

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Having an experienced marketing director on your team is no longer a luxury. It's essential.

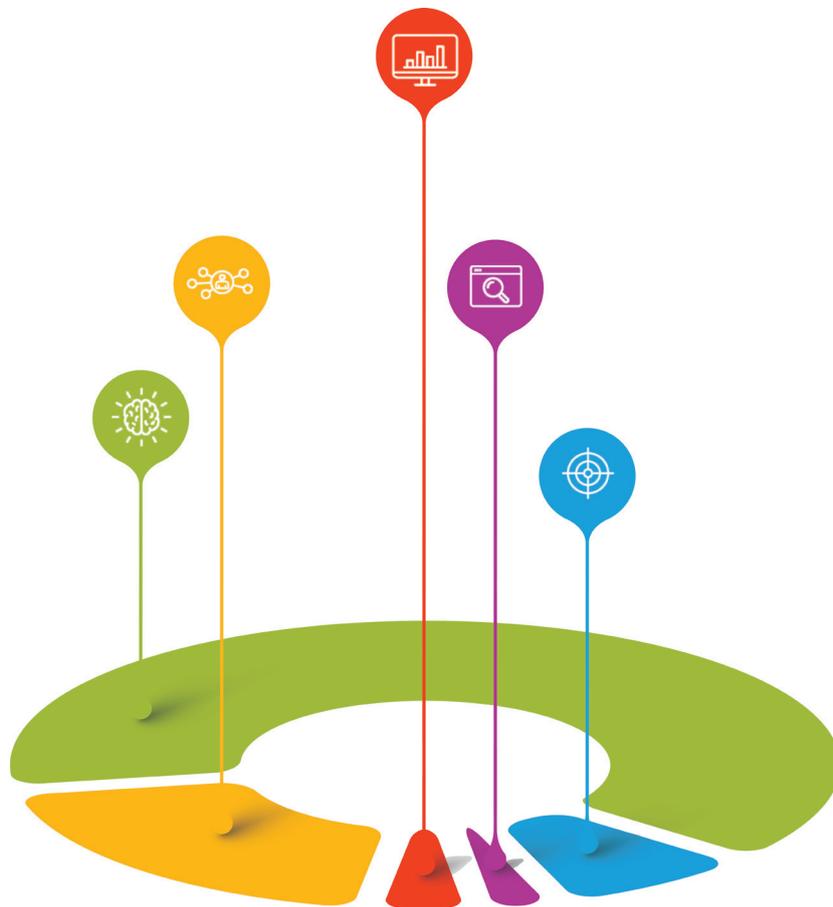
But where to begin?

Hiring a marketing director for your dealership can seem complicated, especially if it's your first time. Marketing is a broad term with limitless levels of capabilities and complexities. It's easy to feel like you're guessing when it comes to selecting the right candidate. But if you follow this guide, you'll ensure that you hire someone who can do the job well and make your dealership grow in the process.

## WHAT TO LOOK FOR

Good marketing directors have solid instincts, strong visual skills, a love of analytics, and a feel for your dealership's image. However, the best candidates can simultaneously focus on the big picture and the small picture. This person is constantly looking at things through fresh eyes, evaluating and critiquing what they see in terms of how it might impact the overall goals. The best marketing directors are masters at project management and networking.

Like any critical hire, you should meet with a few potential candidates before making a decision—and don't be afraid to ask questions about their vision for your dealership; you want someone who shares your goals and will work hard to achieve them.



## DEFINING THE ROLE

# RESPONSIBILITIES

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Defining the role and creating a job description might be one of the most challenging tasks as you begin your search, but it is also crucial. Sit and consider what you need a marketing director to do. Do they need to manage vendor services? Create content? Artwork? CRM Management? It is essential to know what you need as a dealership.

## SAMPLE RESPONSIBILITIES

- Proactively structure short and long-term dealership goals with the GM, Principal, and Service Manager
- Orchestrate goal congruence between vendors and the dealership - ensuring messaging to customers is consistent
- Spearhead the long-term intelligent and consistent marketing strategies while catering to the month-to-month nature of the dealership. This person isn't solely focused on today's leads and calls but are also tracking website traffic, branding, and higher funnel engagements that will result in tomorrow's sales
- Evaluate marketing vendors/offers, scheduling demos, and in-store presentations, with participation from the dealer's cross-section of departments
- Identify, measure, and report on key performance indicators (KPIs) that can be compared to previously established objectives
- Coordinate internal and vendor meetings to evaluate and re-evaluate objectives and performance
- Ensure that the dealership and its stakeholders own the data (pixels, domain verifications, customer list, social channels, etc)
- Maintain trusted access to all online platforms to provide access AND remove access for appropriate vendors and employees (CRM, DMS, Social Media admin, Google Analytics, inventory feeds, etc)
- Test new products and services with short-term objectives to measure impact and cancel if underperforms and scale if it delivers
- Mine the hell out of the dealer's data (CRM data and website data )to help every department
- Not responsible for BDC or IT support for the store

# QUALIFICATIONS

To find the best talent out there, you'll need to look beyond typical qualifications. Marketing is more of an art than a skill. Yes, we can learn Google analytics and photoshop basics but technical knowledge doesn't always equal talent. The marketer you want will be both skillful and talented.

## SAMPLE QUALIFICATIONS

- Automotive experience is not required (would be nice) the staff can provide a crash-course on the profit centers
- 5+ years of digital marketing experience
- Project Management skills
- A proven track record of success
- A portfolio of work (case studies, ad designs, copywriting, etc)
- Advanced Google Analytics Certification
- Knowledge of paid advertising, and media buying
- Content creation and copy-writing ability
- Basic HTML skills, keeping the website updates in-house and clean

## SAMPLE SKILLS

- Strong enough personality to say "no" and manage in all directions
- A strategic mindset
- Curiosity and love of learning
- Killer data and analytics skills
- Finance and budget savvy with negotiation prowess
- Ability to create memorable prospect and customer experiences / journeys
- Creative problem-solving and can filter out the BS
- Thinks quickly and handles ambiguity without imploding
- Adobe Creative Suite
- Google Analytics
- Email Marketing

## ATTRACTING TALENT

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The competition for top marketing talent is fiercer than ever, and many marketers aren't aware of the opportunities in the automotive industry. So it's imperative that you make your role competitive with others to access the world-class marketers your dealership needs.

## BENEFITS

Marketers are used to working in environments that come with lots of perks. There are things such as remote work, unlimited vacation policies, flexible schedules, professional development funds, snacks, bean bag chairs, meals, etc. Dealerships sometimes find it hard to compete with these things, which keeps some of the best marketing talent from joining the automotive sector. One of the best things you can do is explore the perks and benefits that similar job postings to yours offer, even if they are not in automotive. Then think about how your dealership can move towards that to be competitive. For example—maybe an unlimited vacation policy is too much of a reach for you, but perhaps you could offer three weeks a year and a hybrid work model.



## ATTRACTING TALENT

### SALARY

You're in the car business, so I know you understand that you get what you pay for. There are marketing directors that come in all skills levels and price points. You have to be realistic with what you want in this role vs. how much you are willing to invest. You can't plan to spend \$50k and get a Lamborghini.

To help, here is a breakdown of marketing director salary ranges and what you can expect to get.

**\$55k-\$70k:** This person is probably early in their career with 1-3 years of experience. They can probably only handle a single roof dealership and will need time to grow their skills in project management, strategy, and other critical knowledge. There will be a lot of on-the-job learning, but the right person can grow with your dealership.

**\$70k-\$90k:** This person has probably been in marketing for 3-5 years and has some projects under their belt. They should have a portfolio of work to share and be able to discuss strategies for your dealership. They probably have some certifications too. They may not have led many projects yet but are ready to get in the driver's seat.

**\$90k and up:** This person is a tenured pro. They can juggle rooftops and manage complex marketing initiatives. They have probably been in marketing for more than five years and have previous leadership experience, which shows in their ability to manage teams of employees and vendors with ease. This is where you want to be as a dealership if you can afford it.

**WANT MORE HELP FIGURING OUT HOW TO CREATE AND FILL  
YOUR MARKETING DIRECTOR ROLE?**



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