



<https://vicsmotohaus.com/job/chief-marketing-officer/>

Chief Marketing Officer

Description

As the Marketing Director at Vic's Motohaus, you will be responsible for developing and executing our marketing strategies to drive brand awareness, customer engagement, and sales growth. You will build and lead a team of marketing professionals and collaborate with vendors and sales to create and implement integrated marketing campaigns across various channels.

Responsibilities

Responsibilities:

- Develop and execute strategic marketing plans to achieve business objectives, including brand awareness, customer acquisition, and retention.
- Lead and manage a team of marketing professionals, providing guidance, support, and mentorship.
- Collaborate with the sales team to develop marketing programs that drive sales growth and customer loyalty.
- Oversee the creation and production of marketing materials, including advertising, promotional materials, and digital content.
- Analyze market trends and consumer behavior to identify opportunities for growth and optimization.
- Manage the marketing budget, ensuring effective allocation of resources to maximize ROI.
- Monitor and report on the performance of marketing campaigns, using data to drive continuous improvement and optimization.
- Stay up-to-date with industry trends and best practices to ensure Vic's Motohaus remains at the forefront of marketing innovation.
- Manage online sales department

Qualifications

- Bachelor's degree in marketing, business administration, or related field; MBA preferred.
- Proven experience in marketing management, preferably in the automotive or motorcycle industry.
- Strong understanding of marketing principles, strategies, and tactics.
- Excellent leadership and team management skills.
- Creative thinker with the ability to develop innovative marketing campaigns.
- Strong analytical skills with the ability to interpret data and metrics.
- Excellent communication and interpersonal skills.

Job Benefits

- Competitive salary and bonus structure
- Flexible work environment
- Professional development opportunities
- Exciting and fast-paced work environment with opportunities for growth and advancement

Hiring organization

Vic's Motohaus

Job Location

Remote work possible

Base Salary

\$ 90,000.00 - \$ 125,000.00

Date posted

April 16, 2024