



➔ **Now Hiring** ➔

-Marketing Specialist-

Are you ready to onboard with a premier company on the grow? This is a new position filled with opportunity for personal and professional growth. Work-life balance is a priority to us. Accurate Automotive has provided unmatched service and repair options to commercial business and our loyal friends who trust in us, for over 31 years. Be it maintenance, repair, or fleet management, our service advisors and technicians specialize in the proper care of daily drivers and fleets of all shapes and sizes. We are a family owned and operated business and committed members of our community. We donate time and money to support causes and organizations close to our hearts. We regularly participate in causes such as Phoenix Children's Hospital drives, Brakes for Breasts Initiatives, and additionally we hold a complimentary BBQ every 3rd Thursday of the month for our employees, partners, and vendors. Career driven; family oriented.

-Job Brief-

The need: Marketing Specialist- an initiative-taking and energetic individual to join our team in Mesa, AZ. Must have prior experience in marketing, consistent and effective communication skills, and the ability to work independently with a sense of urgency. Must be well versed in traditional marketing methods along with digital and social media including new and trending ideas. This position is newly created and critically important as it will manage nearly all marketing and communications to our current and new customers including fleet accounts. This includes responsibility of maintaining relationships with all marketing initiatives and external digital partners and vendors. The Marketing Specialist will manage and execute all day-to-day marketing tasks, assist the Marketing Director in creation, design, and implementation of a 12-month promotional calendar with 13-week detail, and generate video, audio, and print media for distribution through various mediums. Staying up to date on current social trends will also be under the purview of this position.

-Additional Duties-

- Assist in data mining and updating customer files for effective communication with new and returning customers.
- Engage with followers on all social media platforms through messengers or comments on blogs and other posts, regardless of whether the communication is positive, negative, or neutral.
- Represent Accurate Automotive at various clinics, auto shows, career fairs, and other external events.
- Photograph and/or video customers and team members during internal and external events
- Create and send off monthly e-letters.
- Promote and maintain brand awareness.
- Research subjects and topics for SEO.
- Collaborate with Owners to optimize and launch monthly contests for customers.
- Maintain up to date status on all website and social media in general.
- Ensure continued and effective communication with sales team to ensure all campaigns are understood and honored.
- Assist sales with B2B lead generation.
- Familiarity with Constant Contact, InDesign, Photoshop, YouTube, and Microsoft office suite programs.

Friends... Serving Friends



441 S Robson Rd. Ste. #101
Mesa, AZ 85110
www.accurateautomotiveaz.com



- Make recommendations on flex spending of marketing budget based on current trends and metrics
- Understand required metrics and how to track customer engagement and return on investment through collaboration with sales team.
- Assist in planning morale or brand awareness boosting through fundraisers and other events organized by Accurate Automotive.
- Strict adherence to all standard operating procedures.
- Other duties as assigned. Help us help YOU!

-Required Skills & Education-

- Bachelor's or Associate's degree in marketing or comparable related experience preferred.
- Minimum of 3-5 years' experience in marketing or related field.
- Proficiencies in Microsoft Office 365 programs, Adobe Acrobat, Photoshop.
- Experience or base knowledge of Constant Contact or similar CRM based email provider.
- Ability to quickly learn and become proficient with Repair Pal, Mechanic's Advisor, Demand Force, and other analytical and communication interface programs.
- Prior experience with photography and videography.
- A deep understanding of social media utilization.
- Critical thinking skills.
- Willingness to work remote up to 50% of the time and/or travel locally up to 30 minutes each way.

-Physical Requirements-

There is some lifting (up to 50 lbs.) involved with this position, and prolonged periods of standing and/or routinely sitting at a computer/laptop. Regular use of the telephone and e-mail for communication is essential. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Job description not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities.

-Compensation-

- Competitive salary with structured incentive plan.
- Bonuses
- Paid Vacation, sick time, and holidays
- Profit Sharing
- Additional Perks

Fine Print

At Lee Weatherby's Accurate Automotive, we are committed to following all EEO standards. Qualified applicants will be considered without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, or veteran status.

Friends... Serving Friends



441 S Robson Rd. Ste. #101
Mesa, AZ 85110
www.accurateautomotiveaz.com