

Marketing & Social Media Specialist

- Establishes marketing goals to ensure market share and profitability of products and/or services.
- Plans and oversees the dealership's advertising and promotional activities including print, electronic and direct mail media.
- Develops and executes marketing plans and programs, both short and long-range, to ensure the profit growth and expansion of dealership products and/or services.
- Executes monthly and annual marketing budgets.
- Communicates with outside advertising agencies regarding ongoing campaigns.
- Creates and prepares all print advertising, radio and TV commercials, billboards, direct mail pieces, in-store point-of-purchase merchandising aids, interior and exterior signs, off-site displays, news releases and stories.
- Works with the dealer and manager to develop upcoming ad campaigns.
- Communicates marketing efforts to all dealership employees.
- Acts as liaison with news media.
- Manages corporate and social channels.
- Takes photos and videos of new and used inventory for our website.
- Acts as liaison with the manufacturer regarding merchandising.
- Attends pertinent marketing/sales promotion meetings.
- Communicates with dealership employees to keep abreast of customer attitudes, demographics, buying habits etc.
- Seeks out and uses industry sources and consumer information.
- Prepares marketing and other reports and presents them to dealership management.
- Develops surveys and other marketing tools.
- Tracks marketing results to be certain that marketing objectives are achieved within designated budgets. Takes corrective action when necessary.
- Attends weekly managers meetings.
- Maintains professional appearance.
- Other tasks as assigned.

Education and/or Experience

High school diploma or GED; 1 to 3 years of related experience and/or training; Candidates with an equivalent combination of education and experience will also be considered.

Compensation

Compensation is based on experience

Physical Demands

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.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand, walk and reach with hands and arms.

Benefits

- Health Insurance (we pay 1/2 of employee)
- 401k (we match up to 3%)
- Vision Plan
- Supplemental insurance available through AFLAC
- PTO for full-time employees

- Paid holidays
- Family owned and operated
- Proud partner of the Route 66 RV network
- Employee & family phone plan option

About Us

Kroubetz Lakeside Campers is the area's only Route 66 dealer and Minnesota's friendliest dealer. We are a full-service RV dealership that takes trades. We are proud to have for sale Forest River, Grand Design, Yetti Fish Houses, and Toy Haulers.