



## Product Marketing Manager

Nonprofit HR was retained by The Auto Care Association, the voice for the auto care industry—a coast-to-coast network of 500,000 independent manufacturers, distributors, parts stores and repair shops offering quality, choice and innovation for drivers for the search of a creative thinking, results-oriented **Product Marketing Manager**. The Auto Care Association keeps its members ahead of the curve, so they can continue to serve every kind of vehicle on the road today—providing parts and services designed to make vehicles last longer, perform better and keep drivers safer.

The Product Marketing Manager will contribute to the development of product strategy, features, three to five-year road map, and positioning for price, features and market education for assigned Auto Care Association products and member services. They will support efforts to drive event attendance, increase member engagement and acquisition, and build association authority. This position is part of a dynamic marketing team of change agents looking to elevate and advance the association to its full potential. The ideal candidate will be a creative thinker who can work both autonomously and in a team environment, willing to contribute to various projects as necessary. Gathers market research and analyzes market trends for assigned and new products. Subject matter expert on buyer market intelligence; how they buy and their buying criteria and transfers that knowledge to the sales channel and marketing teams.

### **Duties & Responsibilities:**

- Assist in developing product strategies that includes positioning and messaging that differentiates assigned products in the market.
- Conduct research and analyzes market data meant to identify potential and existing customers, competitors, and markets for products. Develops recommendations based upon research and analysis for products.
- Create and execute innovative strategies and marketing plans that drive awareness, engagement and product adoption.
- Communicate the value proposition of the products to the Business Development and Communications teams. Develops and delivers product-specific training to sales and support teams.
- Leverage Association's magazine, email newsletter and web platforms--as well as social media--for lead generation, lead nurturing, and audience engagement.
- Develop launch plans for new or revised products and releases and manages the cross-functional implementation of the plan.

- Build out business cases based on gathered measurable data for existing product enhancements or new products with a strong return on investment.
- Continually innovate and develop products that meet the needs of target and new audiences.
- Manage association CRM marketing efforts. Including; data requirements, personas, etc.
- Lead activities associated with the development and stewardship of the Association's brands.
- 20-30% Travel.
- Perform other duties as assigned by supervisor.

#### Auto Care Careers

- Develops, executes, manages, and maintains strategies and efforts supporting the aftermarket in attracting and supporting key talent.
- Leads efforts and manages the relationships with the agency and partner associations for the industry job board
- Leads mentorship program strategy development, launch, promotion and maintenance

#### **Qualifications:**

- Bachelor's degree in Marketing, Business or related.
- 5-7 years required experience with a minimum.
- Minimum 5 years of product marketing, product management or similar experience is required; experience with software products is required.
- Experience with new product launch and go to market activities a plus.
- Experience in the automotive aftermarket industry is preferred.
- Master's degree is preferred.

#### **Knowledge Requirements:**

Knowledge of Search Engine Optimization (SEO) best practices. Knowledge of business-to-business sales and of demand generation marketing. Advanced knowledge of market analysis. Automotive aftermarket data knowledge a plus.

#### **Technical Requirements:**

Intermediate computer and Microsoft Office (Word, Excel, Outlook, PowerPoint) skills are required. Content Management System (CMS) experience is required. Customer Relationship Management System experience is a plus. Experience with API integration across different systems.

#### **Required Abilities:**

Ability to translate technical concepts and requirements to business stakeholders; to be naturally curious, wonders how things work, how they can work better and how we can always improve. Ability to look at things in a new way; and question what doesn't seem to be the best path forward. Ability to take initiative to meet project needs and make recommendations on new products or content areas; to build relationships with various internal groups and works

well across all disciplines and levels. Ability to collaborate with colleagues, cross-functional teams, and third parties; to understand the needs of a variety of constituents. Ability to manage large projects with many stakeholders, prioritize and meet deadlines. Ability to grasp and translate technical capabilities into benefits. Attention to detail skills, critical thinking skills and time management skills.

If you are a dynamic, self-starting professional with the above qualifications and are interested in joining a great organization, we would like to hear from you. Qualified candidates should forward their resume and cover letter to Yvonne Rivera, Director, Talent Acquisition, [yrivera@nonprofithr.com](mailto:yrivera@nonprofithr.com). Please put "Product Marketing Manager" in the subject line.

*The Auto Care Association provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability or genetics.*