



**CHERY**  
FUN TO DRIVE

**Chery International (Pty) Ltd**  
Ground floor, Flushing Meadows, The Campus,  
57 Sloane Str, Bryanston, Sandton, 2191.  
Tell: 010 448 5388  
www.chery.co.za

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### **Dealer Marketing Specialist:**

To be successful in this role, you should have previous experience in a marketing role and have knowledge about marketing on a dealership level while taking accountability for various Omoda dealers marketing requirements and responsibilities. You should also be able to remotely supervise a Dealership team on a marketing level, by providing dealerships with marketing plans, content, and material. Our ideal candidates combine excellent marketing skills with a creative mindset.

Ultimately, you will ensure your area of responsibility meets and exceeds the expectations of our business objectives and contributes to our company's success in the long run.

### **Responsibilities:**

- ❖ 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.
- ❖ Communicates marketing efforts to all dealership employees.
- ❖ Works with the dealer and general sales manager to develop upcoming ad campaigns.
- ❖ Attends pertinent marketing/sales promotion meetings conducted by the manufacturer and dealer associations.
- ❖ Researches, analyzes and monitors financial, technological and demographic factors to capitalize on dealer market opportunities and to minimize the effects of competitive activity.
- ❖ Communicates with dealership employees to keep abreast of customer attitudes, demographics, buying habits etc.
- ❖ Seeks out and uses industry/HQ sources and consumer information.
- ❖ Prepares marketing and other reports and presents them to dealership management.
- ❖ Upload content & material to Dealership portal
- ❖ Visit dealers in different regions to formulate action plans for marketing.
- ❖ Manage dealership marketing claims.
- ❖ Ad hoc duties and responsibilities as requested by Senior Management.

### **Output:**

1. Regional Marketing Monthly Planning Proposal.
  - Including development plan
2. Regional Marketing Quarterly Planning Proposal – (Submit last week before the quarter begins)
  - Including development plan.
3. Regional Marketing Monthly Report.
  - Indicate difficulty that currently faced and how does HQ side could assist with
4. Dealership Visual Checklist.
  - Check list to indicate each dealership are following our VI and market plan and which dealership is not.

### **Requirements:**

- ❖ Marketing related diploma/ degree
- ❖ 3 - 4 years' experience in a similar role
- ❖ Automotive background essential.



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**Skills:**

- ❖ Creative.
- ❖ Deadline driven.
- ❖ Well organized.
- ❖ Knowledge of traditional and digital marketing tools.
- ❖ Excellent communication and presentation skills.

Please forward your CV to [hra@chery.co.za](mailto:hra@chery.co.za) and use reference DMS: OMODA.