



Marketing Director/IT Lead - Marine Industry

Location: Negotiable, St Clair Shores, MI preferred

Company: Jefferson Beach Yacht Sales

About Us:

Jefferson Beach Yacht Sales (JBYS) is a Great Lakes based boat/yacht dealership with eight locations specializing in larger vessels, selling new and used and offering facilities in brokerage, service, finance, and insurance.

We are an award-winning leader in the boating community, with over 900 years of combined industry experience across the team, serving customers with excellence and representing the finest quality brands.

JBYS Core Values: Loyalty | Integrity | Respect | Teamwork | Innovation | Quality | Trust

Position Summary:

The Marketing Director will be a dynamic individual with a strategic mindset who will oversee and manage all marketing activities of the organization. The role is responsible for developing and implementing the overall marketing strategy and in-depth analytics plan to drive marketplace presence, brand recognition, and business growth. This role involves collaboration with leadership, 3rd party professional service providers, and oversight of a Marketing Assistant. The Marketing Director will ensure that our tactics are cutting edge, and our brand remains at the forefront of the marine industry.

The IT Lead will serve as an IT liaison with the company's 3rd party IT management company. The role serves as a go-to starting place for IT related questions and assists with technical set up of new staff.

Key Duties and Responsibilities:

Key duties and responsibilities of the position include but may not be limited to:

Website (JBYS.com):

Oversee all aspects of company website.

- Assure design and user experience are cutting edge and consistent with brand standards
- Optimization: Manage SEO/SEM, back end tagging, ongoing and strategic content creation
- Maintenance: Ensure site is running smoothly, regular back-end assessment checks to assure no broken links/etc., troubleshooting issues as they arise
- Conduct biannual site audits to ensure content is current and all manufacturer assets are fully implemented
- Work with 3rd party web developer as needed

Social Media:

Develop and manage aggressive social media strategies across various platforms, driving engagement and brand loyalty.

Testimonials/CSI:

Oversee CSI (customer service index) process. Gather and manage client testimonials. Strategize the best methods of showcasing testimonials to enhance employee recognition and continuously grow brand loyalty and trust.

Email Marketing:

Design and dispatch customized email blasts, with a focus on moment-in-time relevance, audience segmentation, and personalization.

MLS Management:

Oversee contracts for all Multiple Listing Sites (MLS). Manage MLS ad strategies, ensuring maximum ROI.

Video:

Coordinate and oversee video production at various levels of sophistication. At minimum, perform simple post-production editing in house to create short videos and reels. Maximize video presence on web- and app-based platforms. Leveraging video must be a primary strategy in the marketing plan and include things like:

- producing promotional and/or walk-through videos on key inventory
- producing company videos (about the team, service highlights, special events, catching the team in action, etc.)

Video production and editing will entail simple to complex efforts such as:

- collaboration with 3rd party video production companies for sophisticated projects
- utilizing video assets taken by team members with personal devices in the field for more grass roots projects
- utilizing video assets provided by manufacturers

Print Marketing:

Coordinate and oversee the creation of all print materials including posters, flyers, mailers, magazine ads, and any other print material needed, ensuring brand and messaging consistency.

Graphic Design:

Develop creative for all print and digital assets. Responsible for graphic design needs across every platform within the company's marketing strategy.

Other Digital:

Oversee and manage digital keyword and retargeting campaigns which includes collaboration with 3rd party service providers.

Research, Analysis and Reporting:

Monitor market trends, customer feedback, and competitor activities. Use data and insights from the industry and internal collection methods to track activities and refine strategies. Monthly tracking of KPI (key performance indicators) with inclusion of YOY (year over year) metrics.

IT Liaison:

Serve as the primary IT contact for the company, operating as a liaison with our contracted IT support team, ensuring tech support and alignment. Coordinate training with regard to technology as needed.

Strategic Meetings:

- Annual: Plan and lead annual media strategy sessions to define, refine, and assure relevance over time.
- Weekly: Conduct weekly media planning sessions with marketing assistant and others as needed to plan and ensure timely execution of strategies.

Special Events:

Assist as needed with coordination of special events.

Qualifications:

- Bachelor's degree in marketing, business, or related field.
- Proven experience in marketing/strategic thinking with a track record of success managing advanced marketing plans.
- Preferred experience in the marine industry or a luxury sector.
- Strong understanding of digital marketing, analytics tools, social media platforms, and technology in general; track record of staying on top of rapidly changing trends.
- Proficiency in graphic design.
- Proficiency in small video projects with ability to oversee and outsource as needed for larger video projects.
- Specific proficiencies preferred in Adobe, In Design, Wordpress, GA4/Google Analytics, MS Office Suite, Microsoft Dynamics 365, ClickDimensions.
- Excellent communication, leadership, and interpersonal skills.
- Be highly organized, creative, and motivated.

What We Offer:

- Competitive salary and benefits package.
- An opportunity to be part of an amazing team and work in an exciting industry.
- Professional growth and development opportunities.

Interested?

Interested candidates to send resume and portfolio to bdueweke@jbys.com.

Call 866-490-5297 ext. 103 with questions.