



Marketing Manager

Date: 7/1/21

Location: San Diego County

POSITION: Marketing Manager

POSITION SUMMARY:

The Soapy Joe's Marketing team is looking for a rock star Marketing Manager, with a strong background in brand development, field marketing, and digital channels, and has a proven track record of measurable results. The ideal candidate loves to have fun, is flexible, and progressive in their marketing approach. As part of a dynamic high-growth environment, a high degree of creativity and flexibility is encouraged.

YOU ARE:

You are passionate about marketing and customer experience. Your last thought before you drift off to sleep is probably about how to wow customers from a new angle, connect with the ops team...or contemplating the latest social media trend we could spoof. You approach problems from a strategic, solution-orientated mindset, seeking input from your peers, and then putting a plan in place. The intersection of technology and person-to-person communication excites you. You typically start projects without being directed. You thrive by leveraging your unique personality to solve problems.

WHY SOAPY JOE'S?

We're not just a car wash, we're driven to clean cars, protect the environment and shine in our communities. We are invested in creating opportunities, inspiring development, and bringing dynamic servant-leaders into our company that will take care of our team and our members. If you love to win, care about people, and you're not afraid to roll up your sleeves and get to work, you will be in great company with us. Culture is vital to our success and we are looking for new team members that connect to our values and want to see our culture thrive.

Our core values are:

- **Build community:** we love our neighbors and create an atmosphere where everyone is welcome
- **Lead with heart:** we create trust and respect through listening, positive words and actions
- **Create fans:** we impress customers with a great experience defined by positivity and helpfulness
- **Do the right thing:** we operate with honesty and integrity – even when no one's looking
- **Be proud:** we're proud of our quality services and clean sites, but most of all, we're proud of our team

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- **Have fun:** we believe creative solutions and genuine connections happen when you're having fun
- **Keep learning:** we take learning as seriously as we take having fun, which means we do it all the time!

If these values resonate with you and you would like to be a part of this team keep reading!

WHAT YOU'LL GET TO DO:

You will lead the Marketing team and be responsible for a wide range of online and offline marketing activities, building our brand, and growing our member base. You will use your experience and passion for people to develop and lead the team enabling them to focus on delivering a best in class experience that keeps our members coming back.

ADDITIONAL RESPONSIBILITIES:

- Project Management of ongoing marketing initiatives
- Build corporate communications, new store opening plans and document new processes
- Deploy successful marketing campaigns with specific focus on membership acquisition/retention
- Maximize utilization of technology platforms
- Develop the customer journey in terms of communication touch points, on-site experiences, retention strategies and programs such as perks and referrals.
- Manage customer database including segmentation, messaging and hands-on implementation of emails, SMS, direct mail and other targeted efforts via a CRM and marketing automation.
- Lead field marketing efforts ranging from sponsorships, to philanthropy and donations, to community events and neighborhood marketing.
- Evaluate competitors and advise on opportunities relating to product, position, and price.
- Manage promotions calendar, discount lines, special offers and affiliates, ensuring smooth execution, diligent analysis, and clear communication with our field partners.
- Build strategic relationships with key industry partners, agencies and vendors.
- Oversee digital agency and contributing team members to implement content and copy changes to web and digital properties, ensuring flawless execution.
- Proactively mentor, coach and inspire team to excel; develop bench strength for promotion opportunities.
- Conceive, develop and produce reports on relevant team statistics, membership statistics, issues and outcomes using customer engagement and BI platforms.
- Contribute to brand development, social content and other creative endeavors that continues our legacy of award-winning, industry leading innovation.
- Other duties as assigned.

YOUR SKILLS:

- Project management
- Data analysis
- Process development

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- Tech savvy
- CRM administration (such as Salesforce)
- Marketing Automation Platforms (such as Salesforce Marketing Cloud, Hubspot)
- Content management (such as Wordpress)

WHAT YOU'LL NEED:

- Bachelor's Degree in Business, Marketing or other relevant field required.
- 8+ years marketing experience, with a minimum of 5-years managerial experience in a similar role.
- 5+ years hands-on experience and expert-level aptitude with CRMs, SMS marketing, and database management
- Passion for creating an enduring brand experience
- Excellent communication skills, both written and verbal
- Proven experience in coaching, developing and scaling teams
- Strong people and process management experience
- Proven experience in managing agency partners
- Ability to work a flexible schedule including nights and weekends when needed