

B2B Marketing Manager

We're looking for a B2B Marketing Manager with experience in promoting engagement through client relationships, and driving growth and development through client sales channels. You'll have a strong strategic and planned approach to marketing, and a can-do attitude. You won't be afraid to get your hands dirty.

You'll enjoy working with a fast paced and diverse team that's low on hierarchy and politics, but strong on support, growth and achievement.

This role would suit a person who has had experience and success in a selling and/or distribution environment, and has transitioned to the marketing environment, or would like to transition to the marketing environment.

The Role

Reporting to the Marketing Manager your responsibilities will include:

- Growing leads and employee engagement through client channel activation strategies;
- Building long term client relationships through channel retention strategies that also support the client channel activation programs;
- Supporting the acquisition of new B2B channels through tender response; and
- Effectively communicate **nlc** brand promise and benefits, and ensuring consistency across B2B communications.

You

Essential experience and skills include:

- Tertiary qualification in Marketing or Business related discipline;
- Minimum three years' experience in a leadership role in a B2B sales and/or marketing environment;
- Proven success in a selling environment, and a strong understanding of selling and negotiation strategy and tactics;
- Proven experience in executing marketing programs and campaigns through B2B channels, including measuring effectiveness and reporting on ROI;
- Strong copy writing skills;
- Prioritisation skills;
- High attention to detail;
- Ability to work collaboratively across teams and business functions;
- Responsibility for own actions and accountability of self;
- Demonstrate initiative and problem solving;
- Demonstrate patience, flexibility and cooperativeness;
- Ability to work autonomously and as part of a team; and
- Superior communication skills.

Desirable experience includes:

- Automotive industry experience.

Our Culture

At **nlc**, our vision is to be the leader in car purchase and ownership for Australian consumers. Every day we live and breathe our brand promise of being 'a better way to buy cars'. Our success comes from our dedicated and enthusiastic staff who are passionate about their work and together deliver exceptional customer focused outcomes.

When it's time to add a new member to the **nlc** family we look for people who:

- Place respect and honesty at the basis of relationships
- Embody our value 'we do what we say we will do'
- Live by the mantra 'customers are at the centre of our thinking'
- Are excited by change and growth and want to join us on our journey

At the heart of our strategy is our commitment to be 'A Place People Love to Work'. We treat people as people, understanding that you work to live and not the other way around.

Our added benefits include; a personal development allowance, a full calendar of events with many celebrations throughout the year, paid volunteer leave, access to salary packaging and a range of discounts on cars and car servicing.

Joining **nlc** means being part of a terrific group of people who enjoy working and celebrating together.

Sounds like you? We would love to hear from you.

