**About Recall Masters:**

Recall Masters is the number one provider of automotive recall news, data, training, and communications. The company is dedicated to helping automakers and their dealers expedite the repair of recalled vehicles and make the roadways safer for everyone. Greater recall awareness and proactive recall management helps automakers protect their brand and build trusting relationships between automotive dealers, rental car agencies, auto auctions and consumers alike. Recall Masters is a privately-held company based in Laguna Hills, CA. For more information, please visit [www.recallmasters.com](http://www.recallmasters.com) .

**Responsibilities:**

Recall Masters is currently looking to fill the position of Marketing Director. The Marketing Director position provides strong hands-on marketing leadership and executes an overarching marketing strategy to achieve immediate and long-term high-growth revenue goals. The position reports directly to the Chief Marketing Officer, and is directly responsible for technical marketing leadership while assisting, as needed, with product marketing, industry relations, media relations, brand management, content marketing and corporate marketing, and PR. The ideal candidate will possess a proven track record of technical proficiency and managing development teams in a fast-paced start-up environment, preferably within the automotive industry or with a B2B SaaS company. This position is located at our Orange County office and requires a daily presence daily with occasional travel for tradeshows and other meetings. Click to download the complete job description. Areas of responsibility include, but are not limited, to:

* Sales Marketing Funnel: Build and manage marketing initiatives that contribute to our high growth goals.
* Translate brand and market vision into differentiated and compelling product messaging for each audience and enable the outward facing teams to sell effectively.
* Work closely with product development and sales teams to understand our client’s needs, create go-to-market strategies, communication and collateral that reflects Recall Masters’ brand and ROI for clients.
* Lead the Recall Masters’ executive team in annual and quarterly planning, keeping track of budget, and reporting on marketing initiatives’ performance, with a focus on ROI & revenue growth.
* Exercise a data-centric approach to gather client/prospective client insights and use data to improve future marketing campaigns and results.
* Technical SEO/SEM Lead: Position has ownership of SEO initiatives and performance. You should have significant knowledge and experience with the latest SEO practices.  You will also be responsible for ongoing maintenance of these practices to ensure that search rankings for a defined keyword list is maintained and improved over time. You will be responsible for growing our SEO footprint on desktop and mobile, optimizing revenue, and defining strategy for continued growth and improvement.
* Marketing Analytics Lead: Position has ownership of lead tracking data and best practices.  You should be amazing with data and have a strong desire to win new business, while utilizing analytics to track all efforts and recommend marketing investments.  We are mindful of our marketing budget and need to ensure that we are investing our dollars in the areas that prove to drive revenue.  Demonstrated ability to a/b test and learn what drives growth.
* Technical Marketing Lead: Position will have an extensive knowledge of digital marketing strategies as well as html/php/CSS coding and database technologies.  Extract data necessary for analysis using SQL, R, Python, and/or other programming/scripting languages. You will oversee marketing technologies and integration with other technologies that we utilize in sales, product development and client operations.  Bachelor’s degree in a scientific or engineering field or related experience.
* Motivate, mentor, and develop internal marketing team and develop a long term plan for marketing team structure and growth.
* Position Recall Masters solutions for our direct-to-dealer sales organization to secure contracts by overcoming objections and building product loyalty. Develop effective sales enablement tools and initiatives.
* Drive PR, AR and social presence to gain mind-share and tell the Recall Masters’ story through industry and consumer media coverage, speaking engagements, online communities and social networks.
* Work in collaboration with CEO to attain an optimal marketing mix and to optimize resources to maximize market impact.
* Drive the creation of content, assets, and tools including sales presentations, ROI tools, whitepapers, blogs, competitive briefs and other materials.
* Manage all Recall Masters brand and branding in print and on digital properties. Update website regularly and build landing pages that correspond to relevant campaigns that drive traffic to various online properties. Activity also includes SEO/SEM for B2B and consumer sites as well as assisting strategic partners with accurate product positioning.
* Oversee all product validation efforts, including the development of case studies, client reporting, client testimonials, consumer testimonials and other activities that build support for Recall Masters solutions and build confidence with prospective clients.
* Support government relations efforts.

**Requirements:**

* The ideal candidate must possess strong technical skills, especially with web development (html, php, css) and data mining. You must be able to manage all the technical needs of the marketing department with respect to managing our websites, connecting to the backend database, extracting and filtering data from our CRM, and orchestrating successful automated marketing campaigns (email nurturing, lead capturing, CTA).
* The ideal candidate is also a world-class marketing professional who has successfully built and led multi-faceted marketing teams in the B2B and B2C arenas, particularly in the automotive industry.
* 10+ years of experience building and managing automotive products/solutions, marketing teams and vendors. Experience in a leadership role, building and managing a marketing organization with a strong ability to recruit, retain, and motivate our existing team and future talent through effective mentoring and development skills.
* Experience with all facets of digital marketing and Partner Marketing.
* Familiarity with Strategic Marketing, PR, and Communications.
* Proven ability to roll up your sleeves and get your hands dirty in an extremely fast-paced, high-growth startup environment.
* Advanced analytics and reporting skills.
* Demonstrated ability to develop impactful, fact-based, value propositions (requires strong analytical and creative thought processes). Has ability to to distill learnings and pinpoint customer pain points, as well as turn them into differentiated messaging and content.
* Exceptional communication skills - ability to prioritize and efficiently and transparently communicate marketing goals and results at a client, industry, team, executive, and company level.
* Demonstrated ability to scale and improve programs, optimize efforts and communicate results of programs across multiple products and geographies.
* Strong interpersonal skills with a demonstrated ability to influence others without formal authority to successfully lead cross-functional teams.
* MBA or equivalent experience a plus.