

# Sales & Marketing Manager

## Position Description



### Position Overview

The Sales & Marketing Manager will be responsible for developing, delivering and managing the GoodCar.co marketing program and tools, as well as the customer purchasing experience (CX). This involves managing the whole customer journey from generating leads through marketing activities, managing enquiries and curating the sales pipeline through to after-sales delight and support.

The role will focus on GoodCar's Hubspot Customer Relationship Management database (CRM), Website Content Management System (CMS) and suite of automations and integrations to continuously evolve, automate and enrich the customer experience, building key sales elements within Hubspot such as in-bound and out-bound marketing campaigns, sales deals and customer satisfaction surveys. We are aiming to deliver an excellent, systematised customer experience that aims for customer referrals.

Goodcar is growing and changing and we welcome your contribution to our development. This requires stability while being flexible enough to accommodate a changing work environment. As we bring new products online, we'll need you to up-skill and help build the associated new sales processes. Importantly, we love builders - those who enjoy incrementally improving processes that aim to make all of our jobs easier.

We are also hiring a Customer and Sales Officer position to build a sales team, available [here](#).

### About the Good Car Company

The Good Car Company is a lutruwita (Tasmanian)-based company that exists to

decarbonise transport. We do this by engaging communities and providing practical tools to take action on climate change and reduce their transport and energy emissions. At the moment we do this by providing affordable electric vehicles. In December 2019 we delivered Australia's first EV bulk-buy in South Hobart. We are now delivering bulk-buys and vehicles throughout Australia. In 2022 we are increasing our vehicle sales targets and expanding product offerings.

In 2020 we onboarded our enterprise within the Hubspot sales universe. This has involved utilising Hubspot for CRM, Electronic Digital Marketing (EDM) and Website hosting. We have also implemented a number of automated processes that allow for sales directly from our websites as well as automated contracting, invoicing etc.

As we grow we are looking for passionate people to help support us. We would love to have you in our team.

## **Our Values**

- Respect, honesty, integrity and fairness
- Working for our customers' enjoyment, expectations and satisfaction
- Continuous improvement in our processes, team, products and business
- New ideas, innovation and difference
- Communication (listening, sharing ideas, feedback and feedforward)
- Teamwork
- Community, diversity, inclusiveness

## **Main Duties**

We require a confident Manager who endeavours to respectfully understand our customers to continuously evolve and improve their experience as they decarbonise their ride. To achieve this you will evolve our Customer Experience (CX) within our Hubspot Sales platform to develop an awesome marketing portfolio and accelerate electric vehicle uptake.

## **Marketing**

- Review and build our marketing toolbox
- Scheduling
- Deploy marketing tools
- Appraise and refine marketing tools
- Develop, in collaboration with other Team Members, digital in-bound and out-bound marketing campaigns.

- Continually refine and improve the customer sales journey, including promotion of new models to the suite of Good Cars available to our customers.
- Task and manage content creation professionals
- Refine customer personas and implement relevant marketing strategies.

## **Sales**

- Track sales data and works to meet quotas or sales team goals
- Contribute to our customer data strategy by outlining key data collection opportunities along the sales journey.
- Develop and implement new sales processes and provide training for the rest of the team to ensure successful uptake.
- Gather customer feedback through surveys and use insights to improve the customer experience.
- Expand and improve the usability of existing customer resources including email snippets, website FAQs, “EV 101” information and educational videos.

## **General**

- Participate in company-wide project-based 3-month working sprints, managed through our project management platform Monday.com.
- Supervise our Customer & Sales Officer to deliver sales projects within Hubspot.
- Analyses trends, data, demographics, pricing strategies, and other information that can potentially improve marketing and sales performance
- Create and present regular performance reports for managers and executives
- Other duties as required.

## **Performance Goals**

- Performance Goals will be developed in collaboration with the successful candidate.

## **Desired Qualifications**

Bachelor’s Degree in Marketing, Business or a related field and experience in high growth

## **Desired Skills and Attributes**

The selected candidate will have extensive experience in Hubspot or equivalent sales platform. You’ll be proficient at getting the most out of our systems to:

- Increase outreach and success
- Enrich customer experiences and

- Reduce administrative burdens

You'll be great at building and implementing strategy, leading and working with a team, building and maintaining partnerships and delivering on goals. You can thrive in and contribute to a rapidly evolving work environment. You have drive, a strong mind for strategy and are reliable for delivery.

## **Reporting**

This position is responsible for coordinating marketing and the customer experience, reporting to the General Manager.

## **Computer and Phone**

The successful applicant will be provided with a laptop with sufficient ability to manage the Hubspot CRM and Monday.com platform. Calls will be made through the CRM and our Aircall integration, so no phone is provided.

## **Hours and Pay**

**Award:** National Employment Standards

**Superannuation:** To be paid according to statutory obligations (currently 10%)

**Duration:** This is an ongoing part-time position with three-month probation

**Hours:** Nominally 4 days per week @ 7.6 hours = 30.4 hours per week

**Flexible Workspace:** We are a flexible workspace that facilitates remote working and flexible scheduling.

**Rate:** \$80,000 PA + superannuation, pro-rata

**Location:** We are flexible. We would love you to be able to work from our Hobart, Lutriwita office, but are happy with work from home

## **How to Apply**

Please apply via LinkedIn