



Autobooks works hard to make small business banking simple. Through our partnerships with banks and credit unions, small business owners have access to a modern suite that makes business banking easier.

When you join Autobooks, you're joining a team dedicated to small business growth. We want your ideas, passion and experience to continue improving what we offer.

Our downtown Detroit HQ is in the vibrant Madison building, named one of the World's Coolest Offices by Inc. Magazine. Autobooks also has a growing presence in Texas with a satellite office in Austin; and offers flexible, remote work environments for certain roles.

Ready to help change what it means to do small business? Let's talk.

The Role: *Partner Marketing Manager*

The Partner Marketing Manager (PMM) is a hybrid between a marketing account manager and project manager. He/she manages a large portfolio of client financial institutions and their small business customers, is responsible for their overall marketing strategy, and manages tactical requests to best serve them with the Autobooks program.

Responsibilities:

- Advocate for your partners, every day and every interaction
- Develop and maintain in-depth knowledge of each client's products, markets, business goals, strategy, and existing marketing plans
- Work with clients to customize local activation plan elements while maintaining the integrity of the Autobooks brand
- Manage and influence client conversations, deliver exceptional service, and create mutually beneficial outcomes
- Pro-actively analyze the marketing plan and website performance against client goals, and adjust achieve highest ROI
- Create a true partnership (as opposed to vendor) relationship with your clients
- Create "raving fans" of both you and Autobooks
- Subject matter expert on each client's annual Autobooks Marketing Plan, across all marketing tactics – web, email, social, mobile, online, offline, etc.
- Define Autobooks Marketing Plan schedule, maintain a balanced budget, create and implement course corrections that ensure client satisfaction against strategic objectives
- Advise client regarding best practices of, training of new products or platforms and ongoing support of client website
- Coordinate timelines, tasks, and communication across several internal and external teams
- Focus on internal expertise and problem solving for the tools or services that the PMM team uses
- Other duties as assigned



Required Experience/Skills:

- Bachelor's Degree or equivalent years of work experience
- 5+ years in client-facing account management
- Extremely high level of professionalism, comfortable presenting and talking to C-Level executives 1555 Broadway autobooks.co Third Floor Detroit, MI 48226
- Incredible project management skills with a superb attention to detail
- Ability to multi-task and prioritize
- Flexibility and adaptability in responding to rapid change
- Strong problem analysis and resolution skills, with an ability to develop and implement solutions that benefit both the client and Autobooks
- Ability to self-start and succeed with little supervision
- Knowledge of Online (digital, social, interactive, email) and Offline (posters, collateral, etc.) marketing campaigns
- Willingness to learn and utilize new products and process changes

Other Requirements:

- Familiarity with MS Office products
- Familiarity with project planning tools
- Ability to travel by air and/or car up to 15%

Job Type:

- Full Time

Job Location:

- Detroit, MI

A flexible, entrepreneurial work environment and team atmosphere makes this a great place to work. Please provide a complete resume and work history detailing your qualifications and experience to careers@autobooks.co and indicate "Partner Marketing Manager" as the subject. To learn more about us, visit www.autobooks.co.