

Senior Manager, Multicultural and Local Marketing Strategy

Richmond, VA

About this job

The Senior Manager of Multicultural and Local Marketing Strategy is responsible for driving growth with multicultural segments nationally, as well as our priority local markets, by leveraging customer insights to develop & execute on exceptional marketing strategies.

What you will do – Essential Responsibilities

- Lead the development and implementation of multicultural marketing strategy
 - Develop creative and media briefs, leveraging relevant consumer insights, to support these consumer segments
 - Lead opportunity sizing and prioritization of multicultural segments, within our national local footprint.
 - Gain cross-functional alignment on identifying and resolving any customer experience gaps.
- Prioritize and allocate focus and spending towards local markets to optimize overall marketing performance
 - Partner with insights and analytics team on local learning agenda, mix model insights, testing insights, reporting and market prioritization methodology
 - Consult with regional partners to monitor local market performance trends, competitive and market dynamics and consumer insights
 - Analyze all inputs to develop optimal budget allocation across markets including a strategy for addressing all markets as well as determining any necessary "focus markets"
- Create local plans that drive local sales performance
 - Develop plans to address each market's unique opportunities in partnership with marketing, agency and field partners including marketing channel/media strategy and messaging strategy
 - Regularly monitor performance and adjust plans accordingly
 - Broadly communicate plans to all relevant stakeholders
- Develop & execute marketing strategies for 10-15 new store openings annually, ensuring that every store is set up to achieve sales expectations
 - Create role definition for regional managers with marketing and field

Purpose of the role

The Senior Manager of Multicultural and Local Marketing Strategy will lead high-performing, cross-functional teams (including internal and external agency partners from analytics, creative and media services, digital channels, project managers) to select priority markets, identify opportunities within these markets, develop strategies and putting compelling programs in market to drive awareness, consideration, traffic and sales/buys. They will also drive the



company's multicultural marketing strategy, develop and execute plans to increase market share with these priority customer segments.

They should possess strong knowledge of company functions, initiatives, and performance and demonstrate domain knowledge of and expertise in a range of disciplines, such as brand strategy, marketing communications, consumer insights/marketing research, agile marketing, and product marketing, in order to develop and execute on exceptional marketing strategies.

Qualifications and Requirements

- Strategic, cross-functional thinker with experience influencing at all levels.
- Ability to develop a marketing strategy supported by research and data.
- Experience in multi-cultural marketing, and across a wide range of channels.
- Demonstrated success in analytical decision making, strategic thinking and understanding of performance metrics (ROI, incremental sales, etc.).
- Exceptional communication skills.
- Ability to think logically & creatively to develop solutions.
- Proven leadership and management skills, with the ability to manage multiple projects simultaneously and drive results.
- Excellent attention to detail and organization.
- 5+ years of relevant work experience in a related field (e.g., consulting, strategic analysis, brand strategy or brand management)
- Four-year undergraduate degree in Business, Marketing, Engineering or related field, MBA preferred
- Fluency in Spanish preferred
- Retail experience is a plus

About CarMax

CarMax disrupted the auto industry by delivering the honest, transparent and high-integrity experience customers want and deserve. This innovative thinking around the way cars are bought and sold has helped us become the nation's largest retailer of used cars, with over 200 locations nationwide.

Our amazing team of more than 25,000 associates work together to deliver iconic customer experiences. Along the way, we help every associate grow their career and achieve their best, at work and in their community. We are recognized for our commitment to training and diversity and are one of the FORTUNE 100 Best Companies to Work For®.

CarMax is an equal opportunity employer, and all qualified candidates will receive consideration for employment without regard to age, race, color, religion, sex, sexual orientation, gender identity, genetic information, national origin, protected veteran status, disability status, or any other characteristic protected by law.