

<https://wikimotive.com/careers/performance-manager/>

## Performance Manager

### Description

#### Similar Job Titles

Some similar roles, at auto dealers and vendors are:

- Account Manager
- Client Success Manager
- Account Representative
- Account Executive
- Digital Marketing / Marketing Manager
- Digital Marketing / Marketing Director

#### About Wikimotive

Wikimotive is a boutique digital marketing agency serving a growing network of ~150 auto dealerships across North America. We pride ourselves on delivering best-in-class services, fostering strong client relationships, and driving results. If you're a motivated, proactive automotive industry professional seeking a rewarding career with a work-life balance in digital marketing, we want to hear from you!

#### The Role: Performance Manager

At Wikimotive a Performance Manager is the tip of the spear. Backed by a class-leading product and an amazing team, a PM is the face of Wikimotive to our dealership clientele. As a skilled expert in both the automotive industry and the digital marketing space, he or she will develop lasting relationships with clients and assess their performance on a monthly basis to ensure goals are met. This is done with a number of tools, like Google Analytics, Search Console, and SEMrush, as well as through their relationship-building skills.

The ultimate job of a Performance Manager is to use language, visuals, and other creative storytelling to distill complex performance data into reporting that a layperson will understand and *value*. While sales skills will help you here, this role is about quality and authenticity, not selling.

Wikimotive's Performance Management team is an environment where expectations are high, but you are also encouraged to be you. Each PM communicates differently and brings his or her own flavor and perspective to the role. This individualism is valued, not suppressed, and dynamic thinking is a must.

Please note that while the title includes 'Manager,' the Performance Manager role at Wikimotive is part of a collaborative team. After completing a training program, you will take on responsibility for managing your own external client accounts. Wikimotive values employees who consistently deliver high-quality work and offers opportunities for growth and advancement as you progress in your career.

#### Responsibilities

#### Hiring organization

Wikimotive, LLC

#### Duration of employment

On-going

#### Industry

Digital Marketing

#### Job Location

70 Main St, 03458, Peterborough,  
New Hampshire  
Remote work from: United States

#### Working Hours

~40hrs/wk

#### Base Salary

\$ 75,000+ Compensation  
commensurate with experience

#### Date posted

December 19, 2024

- **Client Satisfaction:** Ensure exceptional service for a boutique, high end digital marketing product suite (best in industry and typically most expensive)
- **Client Communication:** Lead Zoom-based meetings to review performance data, KPIs, and deliverables, using storytelling to make complex data easy to understand.
- **Consultative Approach:** Advise clients on marketing best practices, including synergistic 3rd party products which complement ours
- **Project Management:** Handle one-off client requests and manage internal team communications to fulfill needs.
- **Exemplify Wikimotive's Commitment to Excellence:** Deliver a “white-glove” experience by ensuring every client receives the highest level of service, attention, and care, reflecting our dedication to quality.
- **Tailored Product Recommendations:** Provide thoughtful, needs-based recommendations for Wikimotive products, focusing on client goals and ensuring a perfect fit—without pressure to upsell.
- **Client Retention:** Foster long-term relationships, ensuring contract renewals through client satisfaction and education.

## Qualifications

### Required:

- 2+ years of experience working in the Tier 3 Automotive Dealer industry
- 2+ years of experience in Tier 3 automotive digital marketing (either at a dealership/group or as a vendor).
- Advanced or expert proficiency with Google Analytics (GA4).
- Intermediate or greater understanding of SEO strategy and modern best practice.
- Intermediate or greater proficiency with Google Search Console, and Google Business Profile.
- Familiarity with Facebook Ads marketing and ads management
- Familiarity with a variety of 3rd party products and vendors serving Tier 3 automotive (i.e. website vendors, chat tools, digital retailing tools, etc.)
- Strong Organizational Skills: Capable of managing multiple tasks simultaneously while maintaining focus and attention to detail.
- Excellent communication skills and the ability to explain complex data to clients in a digestible format.
- Detail oriented
- Driven to operate with excellence without supervision
- Self directed; Able to self-manage
- Proficient word processing software (i.e. Google Docs), spreadsheets (i.e. Google Sheets), slideshow software (i.e. Google Slides)
- Dynamic thinker

### Preferred:

- Some experience as an SEO practitioner.
- Familiarity with social media advertising and Facebook Ads management.
- Experience in both internal (in dealership) Tier 3 automotive marketing and as a vendor to Tier 3 Automotive.
- Knowledge and experience with PPC/SEM for Tier 3 Automotive

## Job Benefits

- **Competitive salary** starting at \$75,000+ (compensation commensurate with experience)
- **Fully paid medical insurance** for all employees.

- Generous **vacation and sick time**.
- **401(k) with company match** to help you plan for the future.
- Flexibility for **family needs**.

### **Contacts**

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Please complete the PI Assessment as part of your application:

<https://assessment.predictiveindex.com/bo/8xA/PerformanceManager>