



Autobooks works hard to make small business banking simple. Through our partnerships with banks and credit unions, small business owners can gain access to a modern suite of tools to help making running their business 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: Marketing Operations Lead

The Marketing Operations Lead will play a foundational role within the Autobooks team. Working closely with Sales, Account Management, and our Partners, will ensure that our core marketing functions are consistently delivering value to all stakeholders.

The Marketing Operations Lead will be responsible for the delivery planning, oversight, and orchestration of the Autobooks marketing efforts listed below.

The Marketing Operations Lead will be measured on:

- Pipeline growth, primarily within Active and Passive Looking stages
- Establishing, and then managing to, benchmarks for lead stage close rates
- Establishing, and then managing to, benchmarks for time to revenue
- Establishing, and then managing to, benchmarks for partner channels
- Building and executing distribution of new Autobooks Product updates to current and prospective financial institutions

Marketing Operations Lead Responsibilities:

Reporting and analytics

- Establish benchmarks and then manage to the metrics that matter
- Reporting that demonstrates what's working and what's not
- Maintaining the synch between marketing activities and the sales CRM

Planning and organization

- Building and maintaining a Marketing calendar
- Participation in budgeting
- Meeting deadlines



Orchestrate day to day marketing activities

- Website updates and content sharing
- Email campaign management
- Digital asset distribution and management
- Social sharing

Events

- Building and maintaining an Events Calendar
- Event submission requirements
- Coordinating attendance of Autobooks team members

Partner activity

- Coordinating Partner Marketing events/opportunities
- Coordinating Partner Team training events
- Distribution of Partner collateral