

About the role

Role

Dealer and OEM Marketing Manager

Location and hours

London

35 hours per week

Hybrid working with minimum 3 days per week in the office

Band

Expert, Individual

Salary

Competitive salary plus benefits

What you'll be doing

As Dealer and OEM Marketing Manager, you'll lead how the Motability Scheme is activated through our dealer and manufacturer partner networks, ensuring these channels become a strategic extension of our wider marketing campaigns.

You'll support our Dealer and Manufacturer partners on their marketing, helping every customer interaction build trust, understanding and confidence in the Scheme.

Working with colleagues across the business, you'll develop the strategy for dealers and OEM marketing, identifying opportunities to amplify campaigns and strengthen awareness, understanding and trust in the Scheme through one of our most important customer channels. You'll shape how these partners communicate about the Scheme, ensuring messaging is consistent, compelling and aligned with our wider marketing objectives.

You'll build strong relationships with manufacturer and dealer marketing teams to ensure the Scheme is represented consistently and effectively share how the Scheme across the thousands of customer touch points they influence through the customer journey.

Key Responsibilities:

- Develop and own the dealer and manufacturer marketing strategy, ensuring these channels support wider organisational and marketing objectives and are fully integrated into marketing campaign planning.
- Build strong relationships with manufacturers, dealer groups and internal teams (dealer and manufacturer) and identify opportunities for partners to amplify marketing
- Shape how the Scheme is represented across dealer and manufacturers, understanding the marketing assets that work for them and their commercial intent, while ensuring messaging and creative remains accurate and compliant with our own standards.
- Work with Customer Experience and dealer training teams to understand and develop the dealer experience, helping create a consistent and trusted customer experience across dealer interactions.
- Lead the development of marketing toolkits, campaigns and assets that enable partners to promote the Scheme effectively and confidently represent key customer messages.
- Lead dealer and manufacturer activation for major marketing campaigns, ensuring partner channels are considered early in campaign planning and effectively support wider marketing objectives.

Motability Operations

- Work collaboratively with Marketing Campaigns, Brand & Creative, Customer Marketing and Corporate Affairs to ensure dealer and manufacturer activity aligns with wider campaigns and communications, translating priorities into effective dealer activations.
- Develop approaches that encourage greater participation from manufacturers and dealers, strengthening their role in raising awareness and understanding of the Scheme.
- Own the evolve our POS strategy, and ensure suitable assets reach forecourts to support priority campaigns.
- Establish clear measures of success, monitor performance and evaluate the impact of dealer and manufacturer marketing activity, sharing recommendations and learnings across the business.
- Act as the voice of the dealer and manufacturer partners within Marketing, bringing insight from the network to inform campaign development, proposition launches and future marketing strategy.

Minimum criteria

- Significant experience developing and owning marketing strategies in the car dealer or OEM industry
- Experience managing complex marketing projects involving multiple stakeholders.
- Strong experience of managing senior external partner relationships, with evidence of influencing organisations or partners where you do not have direct authority over delivery
- Proven ability to influence and challenge senior stakeholders, using sound judgement to navigate differing priorities and reach effective outcomes.
- Strong commercial awareness with the ability to identify opportunities that create mutual value.
- Experience shaping how marketing is delivered across a distributed network, partner ecosystem or multiple customer touchpoints, ensuring consistency while responding to different partner or audience needs.
- Experience leading the development of partner-facing campaigns, toolkits or marketing assets, including briefing agencies or creative teams and providing clear strategic direction.
- Excellent communication and presentation skills.

Who you'll be working with

The Marketing Team reports to the Head of Marketing within the Marketing, Communications and Customer Experience department. You'll report to the Senior Marketing Manager (Campaigns) and will work with colleagues across Marketing, Manufacturer relations and Dealer relations teams. You'll also build relationships with our network of Dealers and OEM's. And, you'll work with our internal creative studio.

Motability Operations

We're Motability Operations

About us

We're the company behind the Motability Scheme. We exist to deliver smart, sustainable solutions that improve our customers' mobility in a fast-changing world. We're the UK's largest car leasing company and we help over 960,000 people get on the road.

We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs.

What we do

We lease a wide range of tailored mobility solutions to people who receive one of the Government's qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We take care of their insurance, breakdown, servicing and more, as part of our worry-free package.

At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.

How we work

We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](#) to find out more.

We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.

Our beliefs and values

We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.

We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.

Our values are at the heart of everything we do:

- We believe no one should be left behind → We find solutions
- We believe we must take the lead → We drive change
- We believe everything starts with the customer → We care

Motability Operations

What we can offer you



Pay: competitive salary, with a yearly discretionary bonus, based on your performance



Holiday: 28 days, and you can buy and sell days



Pension: 15% non-contributory pension (9% during probation)



Health and wellbeing: Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme



Development: A library of internal training on our myLearn platform



Family friendly: We have competitive family leave policies



Diversity and inclusion: We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access



Helping our community: One volunteering day each year, and access to volunteering platform Neighbourly



Schemes: Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers



Other, voluntary benefits: charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office