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# Example of Automotive Finance Manager Job Description

Our growing company is looking to fill the role of automotive finance manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for automotive finance manager

* Sell credit insurance and service contracts
* Maintain good lender relations
* Design and place advertising for special finance
* Analyze credit reports, be able to recognize a conventional deal and turn over accordingly
* Execute digital marketing campaigns and track, measure and monitor the end-to-end sales journey, performance, digital marketing activity and the impact to drive optimization, ensuring compliance and partner agreements are maintained
* Ensure that all digital marketing reflect best practices and are in compliance with enterprise-wide risk management policies working with the Bank’s Legal and Compliance teams as required
* Develop analytics monitoring and reporting by producing performance reports/dashboards for key stakeholders, ensure accuracy of data and that shifts in performance are highlighted and explained
* Work to strategically influence and align key internal and external stakeholders including OEM’s, vendors including agencies and key OEM stakeholders
* Demonstrate a strong understanding of executing campaigns leveraging first, second and third party data with proven success
* Act as finance business partner for Customer Business Unit (CBU) leaders

## Qualifications for automotive finance manager

* Strategic mindset and vision of the future and ability to analyse trends and execute on ideas
* Strong customer insight and ability to influence decisions
* Superior analytical skills and highly achievement motivated
* The incumbent requires an understanding of Dealer Finance in Canada and a thorough knowledge of their geographic marketplace competitive positioning within the assigned area
* Excellent communication and interpersonal skills are essential to this position to ensure a high level of relationship management is maintained
* 2+ years of creating information technology solutions for automotive finance is required