



Autobooks works hard to make small business banking simple. Through our partnerships with banks and credit unions, small business owners have access to a modern suite that makes business banking 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.

Ready to help change what it means to do small business? Let's talk.

The Role: Product Marketer

Autobooks is looking for a Product Marketer to help promote our product in outbound sales activities. You will collaborate on content creation and the marketing techniques and tactics we use to drive awareness and conversion. You should be both creative and quantitative, familiar with product marketing techniques, and driven to drive results.

Responsibilities:

- Gain a complete understanding of the Autobooks product suite
- Create marketing initiatives to drive awareness and adoption of Autobooks
- Produce market messaging that best conveys the Autobooks value prop
- Analyze marketing performance and iterate to achieve results.
- Collaborate with other team members on the creation of new content ideas.
- Work with our internal team and partners on product demonstration environments.

Required Experience/Skills:

- Knowledge of digital marketing tactics, including email marketing, social media engagement, and web analytics.
- Excellent writing skills, as well as the ability to communicate and collaborate effectively



- Ability to work in a fast-paced environment, meet deadlines, and willingness to "get your hands dirty."
- At least 2 years of experience in digital marketing.
- Willingness to participate in ongoing user research and interviews to gain market insights.
- Experience with project management.

Other Requirements:

- Experience with Hubspot preferred.
- Experience with email campaign design and creation preferred.
- Experience with product video creation preferred.
- Experience with digital creative creation preferred.
- Reference to primary office location if applicable

Job Location:

- Madison Building in downtown Detroit
- Willing to consider remote for the right candidate

To learn more, please visit www.autobooks.co