



POSITION DESCRIPTION

Vice President Marketing

COMPANY

Our story of success...at a glance.

AAA Auto Club South (the Club), a not-for-profit corporation with over 4 million members, is the **FOURTH LARGEST** of the 60 affiliate clubs of the American Automobile Association (AAA). Nationwide, AAA serves 50 million members.

The Club's more than 3,100 employees serve AAA members, insured and travel clients from a network of 70 retail offices, five Emergency Road Service centers, two Member Services telephone centers and nine club-owned Fleet Centers. The Club's assigned territory is comprised of Florida, Georgia, the western two-thirds of Tennessee, Puerto Rico and the U.S. Virgin Islands.

The **PURPOSE** of the Club is: *To provide AAA members with peace of mind, total satisfaction and exceptional value, and to protect and advance freedom of mobility and improve travel safety.*

The Club was established as a Florida corporation in 1938 and is today operated under the direction of Chairman of the Board Robert R. "Bob" Sharp, current President and CEO Thomas E. O'Brien, Executive Vice President and COO John A. Tomlin, and a group of long-term dedicated executives and staff. The Club is a recognized leader within the AAA organization.

- **Total sales in 2006 from all business units: motor club; automotive; travel; insurance; financial services; membership increased by 6.7 percent over the previous year and exceeded \$1 billion.**

- Insurance sales (total net written premium) reached \$450 million in 2006.
- Motor club /corporate sales reached \$351 million in 2006.
- Travel Agency business reached \$228 million in 2006; and SignaTours; Auto Club South's exclusive line of upscale travel packages, reached \$43 million. Attraction Ticket sales (Disney, Busch Gardens, Universal Studios etc.) exceeded \$55 million.
- Automotive Services assists between 12,000 and 18,000 motorists a day; and during very busy times calls for Emergency Road Side (ERS) assistance can exceed 20,000 in a 24-hour period. For the year, ERS responded to 2.7 million calls.
- The Automotive Services Unit employs approximately 1,000 AAA employees in all areas of service from customer service centers, dispatch operations, communications specialists, tow truck operators, etc.
- Emergency Road Side Services can be requested at AAA.com by using the "ERS On Line" feature or Members can use the traditional method of calling 1-800-AAA-HELP.
- Show Your Card & Save, AAA's official savings program, saved ACS members more than \$20 million in 2006. Members simply show their membership card and save at more than 150,000 participating hotels; retail outlets; attractions; restaurants; etc. worldwide.

AAA's Foundation for Traffic Safety is the preeminent advocate for the safety and mobility of the traveling public; and we consistently support safe transportation and automotive research; and legislation; locally, and at the state and national level. Through our bi-monthly member publication *Going Places*, and through our email newsletter, we encourage members to become engaged in matters specific to public health and safety; i.e., safety belt legislation; and offer easy online access to identify their local legislators and weigh in on the issues.

AAA Auto Club South focuses on delivering timely and practical information; and the products and services that offer our members total satisfaction. While we offer Automotive Services (Emergency Road Service) to members only, we do provide and sell comprehensive Travel Agency products & services; Insurance, Financial services; auto loans and car buying service, to the public. In most instances, members receive cost benefits that reflect a reduced price from the one available to the public, except where regulatory issues preclude us from extending that that benefit.

Not only do we assist members at our branch offices; they may also access AAA at their convenience (24/7), either by phone (1-800-AAA-HELP); or online at AAA.com.

AAA Auto Club South serves around 4 million members in Georgia, Florida, Puerto Rico, the western two thirds of Tennessee and US Virgin Islands. For more information check out www.aaasouth.com

POSITION SUMMARY

As a result of the promotion of the VP Marketing to Sr. VP Motor Club, AAA Auto Club South is looking to recruit a proactive leader who will oversee the strategic development, direction and implementation of all marketing activities for AAA Auto Club South. He/She will provide “thought leadership” for the senior management team in the areas of marketing planning and implementation.

Reporting to the EVP/COO, the Vice President, Marketing works with AAA Auto Club South Senior Management and Business Unit Executives for Motor Club, Automotive Services, Insurance and Travel to establish the strategic marketing direction for the Club and to serve as the person responsible for enhancement of the AAA Brand throughout Florida, Georgia, the western two-thirds of Tennessee, Puerto Rico and the U. S. Virgin Islands.

Additionally, this person works with the individual Business Unit Executives in a profit-oriented environment to establish the strategic marketing direction for their respective business lines comprised of over 50 product and services, including AAA membership acquisition and retention, and various products offered by the insurance agency and company, travel agency, financial services, partnership development (Show Your Card & Save® program), and automotive services. The VP Marketing will be the internal as well as external “brand champion” and will aim to establish a cohesive brand across the Business Units while carefully balancing the long term brand objectives with the business performance objectives of AAA Auto Club South.

The Vice President is the executive “owner” of Member Relationship Management and is responsible for strengthening the relationship between the Club and its four million plus members by working to make sure that products/services and marketing communications are effective, coordinated and relevant at the member level and delivered via the appropriate channel. This requires a close working relationship with the Vice President, Branch Operations; the Senior Vice President of Information Services (e-Commerce) and the Senior Vice President, Automotive Services (call center operations).

The above is accomplished through leadership of a fully integrated marketing department consisting of 50 individuals in varying disciplines including product marketing management, market research, competitive analysis, statistical modeling, data analytics, relationship management, copywriting, graphic design and production management.

One of the Club’s objectives of bringing in an individual from the outside, is to bring a fresh perspective to the Club’s marketing practices, talent and resources and to create a more

nimble organization that can swiftly respond to the rapidly changing market and consumer needs

This person is also the Publisher of *Going Places* magazine, the member publication for AAA Auto Club South. This award-winning magazine is the primary communications channel to AAA Auto Club South members, and is published six times annually.

This person is also Publisher for Auto Club South Group Publishing Services, providing AAA member magazines for 19 other AAA clubs with a combined circulation of 1.4 million. The publication team consists of 16 professionals in the areas of magazine copywriting, graphic design, production, and advertising sales headed by an Editor-in-Chief and Managing Director of Advertising Sales.

The position is based at the AAA Club South Headquarters in Tampa, Florida

Relationships:

Reports to: Executive Vice President/COO

Direct reports: Managing Director, Product Marketing; Director, Database and Relationship Marketing; Director, Market Research; Director, Creative Services; Editor-in-Chief, *Going Places* Magazine; and Managing Director, Advertising Sales.

Primary executive-level relationships: President/Chief Executive Officer, Executive Vice President/Chief Operating Officer, Senior Vice President/Chief Administrative/Financial Officer, Senior Vice Presidents of Automotive Services, Insurance Company, Motor Club, Public and Government Relations, and Information Services/E-Commerce as well as Vice Presidents of Accounting, Branch Operations, Travel, Insurance Agency, Membership, and Human Resources.

PRIMARY RESPONSIBILITIES

% of Time

15	Interface with peer executives to establish marketing strategies and tactics to maintain and enhance the AAA Brand, provide leadership in establishing strategic marketing direction for profitable growth of AAA Business Unit products/services, and strengthen relationships with AAA members.
25	Provide leadership, guidance and support to Marketing direct reports to insure Club and Business Unit goals are being achieved through appropriate allocation of marketing department resources and effective design and execution of marketing strategies and tactics.
15	Work with the Senior Vice Presidents of Information Services/E-Commerce, Automotive Services and the Vice President of Branch Operations to coordinate execution of marketing plans across channels, as

	appropriate.
15	Provide leadership, guidance and support to the Editor-in-Chief, <i>Going Places</i> magazine to ensure that relevant, informative and entertaining messaging supports/enhances the AAA brand and integrates with Business Unit marketing initiatives.
10	Provide leadership, guidance and support to the Managing Director, Advertising Sales to grow advertising revenue by maintaining relationships with key vendor/advertisers and identifying/developing new sources of advertising revenue.
5	Interface with the AAA National Office in the areas of Brand Management, Marketing, Database Management Support and other areas as needed.
5	Develop and maintain good relationships with Group Publishing Services' customer AAA Clubs.
5	Work with the Editor-in-Chief and Managing Director, Advertising Sales to improve Group Publishing Services net income by growing profitable circulation through the addition of AAA Club publishing agreements.
5	Perform other duties as assigned.

IDEAL EXPERIENCE

- A minimum of ten years of professional accomplishments in leadership marketing roles with leading, well branded consumer goods and services organizations of relevant size and complexity (multi-unit business), ideally with experience in the hospitality and leisure industry (cruise line, hotels, gaming and travel)
- We expect this individual to have strong advertising (on-line and traditional media) and branding experience and a solid understanding of all aspects of the marketing function including product management and marketing, CRM, database marketing, channel management and market research
- A successful track record of initiating innovative marketing ideas and seeing them through to execution. Experience in developing relevant marketing programs for emerging market categories as well as the Baby Boomer generation is highly valuable
- Demonstrated thought leadership and execution savvy and the ability to work cross-functionally in a matrix environment
- This person will have contributed to increased revenues for products or services through creative branding and advertising efforts, demonstrating a ROI approach to marketing
- Experience with publishing, or advertising sales desirable.

- Experience with member based organization is desirable
- Minimum Bachelor's Degree in Marketing required. Master's Degree (MBA) preferred

IDEAL PROFILE

- Superior written and oral communications skills.
- Superior leadership, relationship, team and consensus building skills with an ability to effectively work with individuals and teams at all levels of an organization.
- Ability to present his/her agenda with confidence yet demonstrating the necessary flexibility to manage the agenda effectively within the organization, thus gaining the respect from peer and coworkers within the organization,
- Demonstrated personal values include honesty, integrity, superior work ethic, adaptability and service to others. Has a positive, upbeat attitude and leaves his/her "ego at the door"
- Has interest in continuing education and professional development, and is active in the marketing community
- An energetic, driven, resourceful, hands-on executive who has the ability to drive change in a flexible, adaptive manner with respect for the present. Someone who displays willingness and eagerness to learn and to grow with the organization.
- A strong visionary who at the same time has a hands-on, "roll-up-your sleeves" approach to get things done
- Willingness to travel 10-20% of their time

For further information please contact

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