

Explore

CAREERS IN THE **AUTOMOTIVE** AFTERMARKET

There are many paths to choose from



Explore

THE **AUTOMOTIVE** AFTERMARKET



INTRODUCTION

The automotive aftermarket is an important industry that represents close to 4 million jobs. The “aftermarket” refers to all the parts and accessories added on to a vehicle after it is purchased from the car-maker (or original equipment manufacturer/OEM).

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Within the aftermarket, there are two distinct categories— replacement parts and specialty equipment.

- Replacement parts are those parts needed to make your car run. i.e., fan belts, filters, alternators, motor oil, batteries, spark plugs and fluids.
- Specialty-equipment segment represents products that enhance the performance and/or appearance of a vehicle. These are the really cool parts you want, but don't necessarily need in order to make your car run.

The specialty-equipment segment includes performance and racing components, appearance accessories, wheels, tires, mobile electronics, safety products, restoration parts, handling equipment, drivetrain parts and more.

The industry covers muscle cars, classics, luxury vehicles, sport compacts, street rods, light trucks (off-road and sport trucks) SUVs and recreational vehicles and all forms of racing.

The specialty-equipment segment represents a vast number of career opportunities—everything from engineering, marketing, sales, customer service, IT, and more.

It is an exciting and innovative industry that allows you to tap into your passion for cars and trucks. Explore some of the career paths outlined in this brochure to evaluate just a few of the opportunities that exist in the specialty equipment segment.

IF YOU HAVE A PASSION FOR CARS, THIS IS THE INDUSTRY FOR YOU!

Explore

ENGINEERING

Career Path, Job Descriptions & Basic Qualifications

ENTRY LEVEL:

- Minimum two-year associate degree in Drafting, CAD, Engineering
- Technology or Engineering Sciences
- Bachelor of Science Engineering recommended (engineering disciplines)

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Computer Hardware Technician
Computer Programmer
Electrical System Technician
Quality Engineer
Software Developer
CAD/CAM Designer/Drafter
CNC Programmer
Machinist
Production Engineer
Software Engineer
Manufacturing Engineer
Design Engineer
Systems Analyst
Product Engineer
Project Engineer
Test Engineer
Sales Engineer
Technical Purchasing

MANAGEMENT AND UPPER MANAGEMENT:

- Minimum 10 years experience plus two-year degree or 5 years experience plus a Bachelor of Science in Engineering
- Masters Degree recommended
- Must be a good communicator who can interface effectively with sales, marketing, and engineering
- Must be good at time management and multitasking
- Direct experience with relevant product and market is required

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Engineering Manager
Product Manager
Production Manager
R&D Manager
Director of Engineering

EXECUTIVE MANAGEMENT:

- Minimum of 15 years successful experience plus Bachelor of Science in Engineering
- Masters Degree highly recommended
- Experience and maturity is required
- Must be a visionary
- Must understand customers, markets, finances, competitors
- Must be able to think in non-engineering terms and understand marketing and sales dynamics

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Vice President of Engineering
President
CEO



Explore

SALES

Career Path, Job Descriptions
& Basic Qualifications



ENTRY LEVEL:

- Minimum 2 years of college or technical school
- Good communication skills
- Proficient in using MS Outlook, Excel, Word

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Inside Sales Rep
Tech Rep
Customer Service Rep

MANAGEMENT:

- Minimum associates degree in Business Management or Marketing
- Previous job experience in Aftermarket Sales or a management position
- Proficient in using MS Outlook, Excel, Word

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Sales Manager
Regional Manager
Customer Service Manager

UPPER MANAGEMENT:

- Bachelors degree in Business Management or Marketing
- Experience in management in Aftermarket Sales
- Experience in management position

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Director of Sales

EXECUTIVE MANAGEMENT:

- Bachelors degree in Business Management or Marketing
- Previous experience in upper management position in sales

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Financial stakeholder in company
Vice President of Sales
President

Explore

CUSTOMER SERVICE

Career Path Job Descriptions & Basic Qualifications



CUSTOMER SERVICE REP (MANUFACTURER):

- High school diploma
- Basic computer skills; familiar with MS Outlook, Excel, Word
- Open to working as part of a team
- The drive to dig into an issue and follow up
- Familiarity and passion for products being produced
- Attention to detail in representing the company image through your actions
- Good communication skills

CUSTOMER SERVICE REP (WHOLESALE DISTRIBUTOR):

- High school diploma
- Ability to build relationships with a broad customer base of performance, 4x4 and restyling shops
- Work with small-business owners in a manner that is in their best interest, helping them to manage inventory and to stock in-demand products vs. slow movers
- Open to working as part of a team
- Basic computer skills; familiar with MS Outlook, Excel, Word

- The drive to dig into an issue and follow up
- Familiarity with customer base
- Good communication skills

CUSTOMER SERVICE REP (INDEPENDENT JOBBER/ PERFORMANCE RETAIL STORE):

- High school diploma
- Basic computer skills; familiar with MS Outlook, Excel, Word
- Ability to manage multiple tasks
- The drive of an entrepreneur
- Open to working as part of a team
- Ability to listen to customer needs and act accordingly
- The drive to dig into an issue and follow up
- Familiarity with customer base
- Good communication skills

CUSTOMER SERVICE/SALES REP (CHAIN STORE):

- High school diploma
- Develop business relationships with store accounts
- Open to working as part of a team
- Drive to help a broad customer base with variable ability and know how
- Basic computer skills; familiar with MS Outlook, Excel, Word
- The drive to dig into an issue, and follow up
- Familiarity with customer base
- Good communication skills

CUSTOMER SERVICE MANAGER:

- Minimum associate degree in business management
- Ability to manage multiple tasks
- Ability to productively manage and work with a team
- Previous job experience in management position
- Proficient in using MS Outlook, Excel, Word

Explore

MARKETING

Career Path, Job Descriptions & Basic Qualifications

ENTRY LEVEL:

- Associate or bachelors degree in a respective area such as, Graphic Design, Marketing, Communications, etc.

Graphics Designer
Trade Show Manager
Copywriter
Social Media Analyst
Marketing Associate
Marketing Coordinator
Multimedia Specialist

MANAGEMENT:

- Bachelors degree in Business Management, Marketing, Graphic Design or Broadcasting

Advertising Director
Art Director
Multimedia Director
Video Producer
Marketing Director
Creative Director

UPPER MANAGEMENT:

- Minimum bachelors degree in Business Management or Marketing
- MBA preferred
- Job experience in management in Aftermarket Sales or Marketing
- Job experience in a management position

Director of Marketing

EXECUTIVE MANAGEMENT:

- Minimum bachelors degree in Business Management or Marketing
- MBA preferred
- Previous experience in an upper management marketing position
- Financial stakeholder in company

Vice President of Marketing
President
CEO



Explore

INFORMATION TECHNOLOGY (IT)

Career Path Job Descriptions
& Basic Qualifications

ENTRY LEVEL:

- Basic certification, technical training
- High school diploma
- Must be detail oriented and take pride in accuracy

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Data Entry and Processing
Data Editor

Other Positions:

- Technical certifications and training or associate degree in any field

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Network Support
Support Analyst
Systems Analyst
Help Desk Technician
Program Development
Programmer

MANAGEMENT:

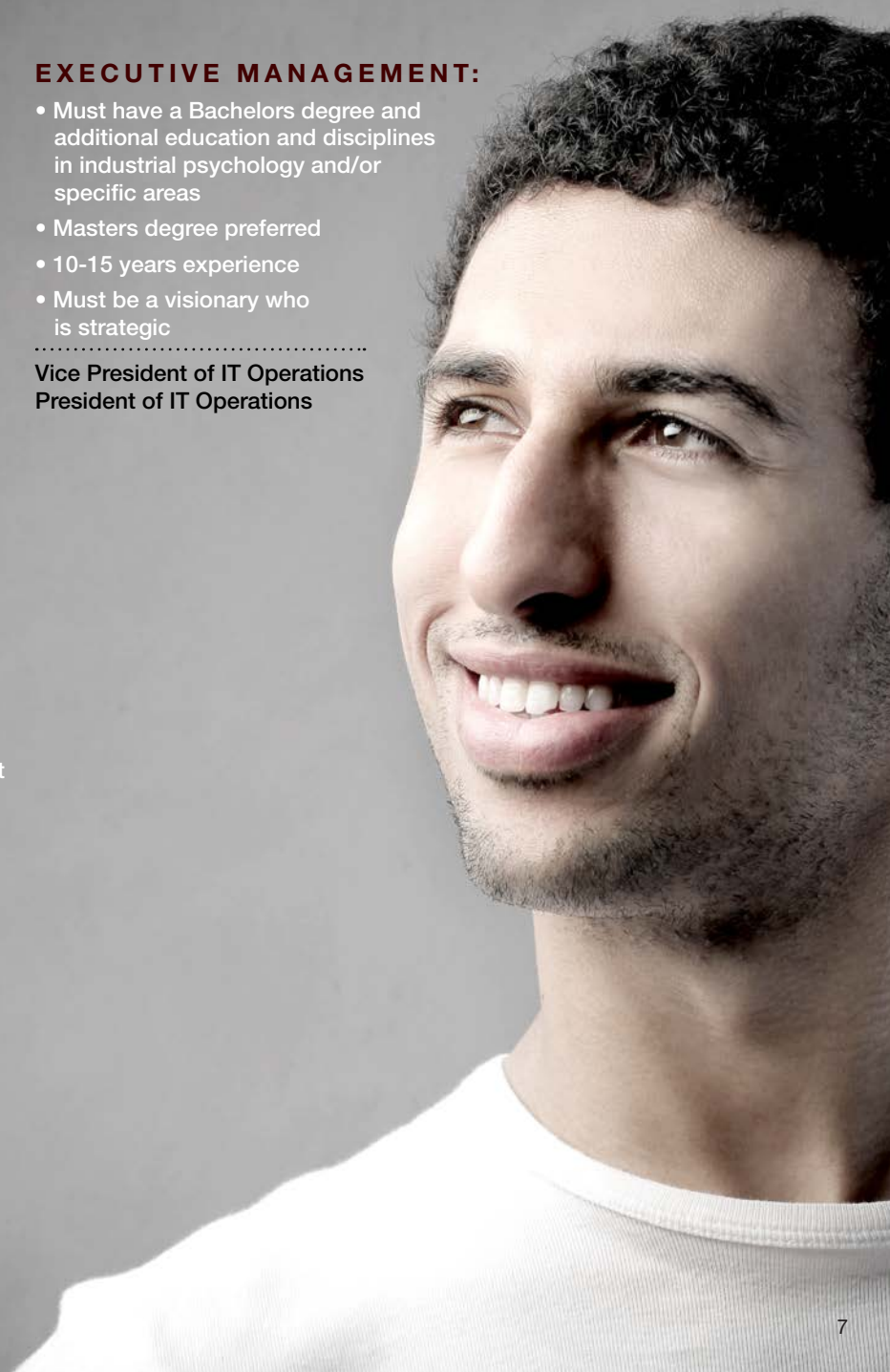
- Must have a Bachelors degree in Business, Math, Science or IT
- Masters degree preferred
- 8-10 years of experience in management
- Must be a team builder, good communicator, detail-oriented and able to multitask

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Data Entry Manager
Networking Manager
Senior Programmer
Senior Analyst
Manager of Help Desk
Director of Data Entry
Director of IT
Director of Programming
IT Project Manager
IT Manager
IT Director

EXECUTIVE MANAGEMENT:

- Must have a Bachelors degree and additional education and disciplines in industrial psychology and/or specific areas
- Masters degree preferred
- 10-15 years experience
- Must be a visionary who is strategic

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Vice President of IT Operations
President of IT Operations



Explore

RACE TEAM

Career Path Job Descriptions
& Basic Qualifications



ENTRY LEVEL:

- Bachelor of Science degree in Automotive Technology and/or Mechanical Engineering

- ASE Certification

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Mechanic
Fabricator
Suspension Engineer
Tire Engineer
Chassis Engineer
Engine Builder
Engine Tuner
Pit Crew Member

MANAGEMENT:

- Bachelor of Science degree in Automotive Technology and/or Mechanical Engineering

- ASE Certification

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Lead Mechanic
Race Team Engineer
Crew Chief
Motorsports Manager (*Logistics and Sanctioning Bodies*)
Marketing and Sponsorship Manager (*Client Relations*)

UPPER MANAGEMENT:

Team Manager (Manages entire Race Team)

- Bachelor of Science degree in Automotive Technology
- 7+ years Race and Field experience

Director of Motorsports

- Bachelor of Science degree in Automotive Technology or Mechanical Engineering
- 10+ years Race Team experience

Director of Marketing

- Bachelor of Science Degree in Marketing or Sports Marketing
- 10+ years Motorsports experience

Director of Sales

- Bachelor of Science Degree in Business
- 10+ years Motorsports experience

Vice President or CEO:

- Bachelor of Science Degree in Business
- 15+ years of management and Motorsports experience

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THE **AUTOMOTIVE** AFTERMARKET



THE SPECIALTY EQUIPMENT INDUSTRY WAS STARTED BY PEOPLE WHO LOVED CARS AND TRUCKS AND TURNED THEIR HOBBY INTO A CAREER. MOST PEOPLE IN THE INDUSTRY TODAY STILL FEEL THIS WAY. THAT'S ONE OF THE THINGS THAT MAKES SEMA AND ITS MEMBERS UNIQUE.

SEMA members make, buy, sell and use all kinds of specialty parts and accessories to make vehicles more attractive, more unique, more convenient, faster, safer, more fun and even like-new again. For more information about SEMA, the SEMA Memorial Scholarship Fund, industry classifieds and more, **visit: www.SEMA.org/careers**



A love for cars, trucks and SUVs is the motivating force behind the Specialty Equipment Market Association (SEMA). This trade association consists of a diverse group of manufacturers, distributors, retailers, publishing companies, auto restorers, street rod builders, restylers, car clubs, race teams and more.