

Shoeless Joe's Sports Grill Local Store Marketing Manager – Job Description

Shoeless Joe's Sports Grill is the new standard in sports-themed casual dining restaurants – delivering exceptional service and an award-winning culinary program in a fun and friendly environment. Shoeless Joe's Sports Grill is currently seeking a talented individual for the role of Local Store Marketing Manager based out of our Vaughan office. The Local Store Marketing Manager will be responsible for managing programs to increase same store sales and increase the awareness of the Shoeless Joe's brand.

Responsibilities:

- (1) Assist in the development, and execution of marketing and promotions plans and tactics that result in same store sales increases.
 - Manage marketing programs and promotions and work closely with the franchisee and agency partners to ensure programs are delivered on time and within budget.
- (2) Partner with franchisees and Regional Business Managers to develop and implement local store marketing programs to significantly increase Shoeless Joe's presence within the communities and strengthen community relationships.
 - Identify top priority opportunities for specific communities and develop appropriate plan tactics and creative elements required to target the opportunities.
 - Utilize key initiatives from the LSM handbook to identify and share key program successes across the entire franchisee community.
- (3) Support Chain-wide program, promotion and social media initiatives
 - Support development and implementation of brand-building and sales driving promotions and programs
 - Support other marketing campaigns with e-marketing support and initiatives.
 - Manage social media and website marketing initiatives to deepen customer relationships and support delivery of projects and campaigns.
 - Manage presence in social networking sites including Facebook, Twitter, LinkedIn and the Marketing Portal, and other similar community sites, posting on relevant blogs, and seeding content into social applications as needed
 - Develop, implement, monitor and track the effectiveness of website, social networking and communications programs.
 - Assist with Staff Culture events and cross-functional initiatives

Local Store Marketing Manager Job Description - Continued

(4) Project Leadership

- Create and lead formal and informal teams to ensure marketing communications are delivered consistently with the agreed upon strategy.
- Promote marketing and its initiatives internally – specifically to the operations team and franchisee community.
- Hands on management of each marketing communication plan's component – creative concepts, copy, graphic design, and all aspects of production through delivery – ensuring turn-key implementation at store level.
- Manage agencies and suppliers to ensure timely receipt of deliverables within assigned budgets, adherence to strategy, corporate standards and brand image.

(5) Other

- Enhance and maintain business knowledge including emerging trends and competitive campaigns through learning and development opportunities.
- Foster team –oriented and professional behavior.
- Assist as needed for any other contingencies that may arise.

Qualifications

REQUIRED KNOWLEDGE & SKILLS

- Required level of education: Bachelor's Degree or College Diploma in Business, Marketing or related field.
- Minimum 3 years of experience in the retail food service industry.
- Superior written, communication and presentation skills.
- Excellent understanding of marketing, promotions and product strategy.
- Experience in developing and managing social media networking initiatives.

Specific Experience Required:

- Industry knowledge: Strong knowledge of retail food service industry.
- Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships.
- Experience working with teams, negotiating and managing agencies and vendors.
- Team Work: Ability to work effectively in a team environment, influencing without authority, and effectively partnering with other divisions in the organization.
- Good technical understanding and can pick up new tools quickly
- A certain degree of creativity and latitude is required.
- Public relations, Marketing, Sales, Community Management experience, a plus.