

Local Store Marketing Manager

Summary Job Description:

Penn Station East Coast Subs is looking for a local store marketing manager to assist franchisees with marketing in their local markets. This position reports directly to the Marketing Director.

Responsibilities Include but Are Not Limited To:

- Developing local store marketing programs designed to build awareness, trial, and usage of Penn Station East Coast Subs.
- Design and customize marketing materials to accompany these programs.
- Develop a training program to teach franchisees and their managers on how to use these programs and work with the Regional Franchise Consultants/Field Marketing Representatives to ensure execution in the local markets.
- Support individual stores and co-ops with local marketing strategy and assist in the development of regional/local marketing plans.
- Measurement and analysis of pilot programs and system-wide programs and presenting learnings to leadership and the system overall.
- Develop and maintain an ad builder and local market asset library for franchisees; customizing materials as needed.
- Budget management and stewardship.
- Collecting data from each ownership group on local market spends.
- Social media management through strategy, scheduling, content creation, and campaign identity.
- Leadership communication via weekly check-in calls and reporting.

Required Qualifications & Skills:

- 5-7 years of Local Store Marketing experience.
- Experience in working with franchisees is required.
- Highly disciplined and ability to hold others accountable.
- Basic design skills and copywriting experience.
- Bachelor's Degree in Marketing, Communication, Business, or equivalent.
- High-energy individual with exceptional interpersonal communication skills.
- Ability to work independently, while maintaining a high level of organization, attention to detail, and strong work ethic.