

Digital Marketing Manager

Summary Job Description:

Penn Station East Coast Subs is looking for a digital marketing manager to assist with national and local market digital advertising strategy to bolster system-wide performance.

Responsibilities Include But Are Not Limited To:

- Collaborating with digital marketing agency to develop ad placement and measurement strategies.
- Analyzing spends, ROI, and trends to create a purpose-built digital strategy.
- Developing promotional campaigns in-keeping with the Marketing Director's promotional strategy.
- Email campaign & loyalty strategy. Plus, execution of copywriting for execution.
- Managing our loyalty partner and collaborating with the internal tech team.
- Measurement and analysis of pilot programs and system-wide programs and presenting learnings to leadership and the system overall.
- Overseeing 3rd Party Delivery advertising opportunities.
- Budget management and stewardship.
- Leadership communication via weekly check-in calls and reporting.

Required Qualifications & Skills:

- 5-7 years of Digital Marketing experience.
- Experience in working in multi-location business or franchising is preferred.
- 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.
- Professional manner, positive attitude.