



Marketing Coordinator

SUMMARY OF RESPONSIBILITIES

The Marketing Coordinators primary responsibility is to support all efforts of the marketing department. This role will coordinate and assist with the marketing activities and initiatives of the brand. The Marketing Coordinator will support the Director of Brand Marketing & Strategy with departmental administrative duties and tasks.

ESSENTIAL FUNCTIONS

Coordinates and implements marketing communication projects with responsibilities that includes public relations, special events, management, advertising, and creating brand awareness.

Organizes the preparation of proposals and presentations using marketing resources materials such as slides, photographs, and reports.

Maintaining Social Media websites (Facebook, Twitter, etc.) as well as the company website
Monitoring sales analysis and trends.

Liaising with the franchise community an out internal field support (BDCs) team and assisting them with promotions and developing sales materials.

Communicating with clients regarding quotes, products, and ensuring their details are kept current.

Manages multiple system-wide support efforts and services to include: Marcom, National Calendar Activation, and Local Store Marketing & Grand Openings.

Develops LSM and Marketing tactics for restaurants in conjunction with Business Development Consultants (BDCs).

Partners with the IT department for the successful implementation of register programming (new emails website maintenance etc.).

Coordinates monthly system-wide webinars) training for NEW menu launches, Promotions and key National initiatives.

Launches store-level communication for each promotion via 'FYIs' and Mucho Minute (monthly newsletter).

Responsible for designing, creating and delivering marketing programs to support the growth and expansion of individual locations, markets and/or regions.

Develops sales presentations and provides reports based on information collected such as marketing trends, competition, new products and pricing.

Prepare and distribute marketing communications and brand updates to the system.

Supports Director of Brand Marketing with secondary platforms and sourcing for vendor support.

Develops and maintains working partnership with key marketing vendors and franchisees

REQUIRED EXPERIENCE

Minimum 2 years administrative / project management or advertising agency experience required

1 year marketing experience preferred

EDUCATIONAL REQUIREMENTS

Bachelor's degree/diploma in Administration, Marketing, or a related field

OTHER

Self-starter; able to clarify ambiguity and create solutions in a fast-paced organization

Excellent communication skills and proven ability to set manage agencies to a range of high-quality, on brand, creative work

Advanced knowledge of MS Office and MS Office Suite software

Ability to work cross-functionally and build working relationships through collaboration, influence and negotiation to successfully accomplish a task

Strong project management and organizational skills with proven problem-solving abilities

Ability to work on tight deadlines in a fast-paced, team environment

Resourceful and organized with an appreciation and attention towards important details