

Position: Field Marketing Manager

The **Field Marketing Manager** will lead the development and execution of marketing plans and initiatives that are aligned to brand standards and designed to achieve goals. Working within an assigned territory to support multi-unit restaurant partners.

Responsibilities

- Collaborates with management to evaluate the marketing readiness of each restaurant to establish support approach and expectations, frequency and execution vary with operator tenure and individual restaurant performance
- Train the restaurant marketing system to new operators and provide ongoing training of new marketing initiatives and existing programs
- Responsible for enforcing brand standards and restaurant marketing philosophies
- Responsible for developing and executing business unit marketing plans that include specific marketing objectives
- Uses methodologies to measure the effectiveness of marketing plans and recommend adjustments to meet ROI goals
- Participates in ongoing training of new and existing marketing programs and philosophies
- Identify support needs for the restaurants to inform management of projects, priorities, and resources

Required Core Competencies

- Team oriented, collaborative and a positive attitude
- Restaurant Support focused
- Sales driven with an eye on profits
- Exercises good judgment & decision making
- Internally motivated & trustworthy
- Problem solver, analytical, detailed & process oriented
- Self-starter, organized and able to manage multiple priorities (project management)
- Excellent interpersonal & communication skills
- Ability to establish goals and convert plans into action
- Data-driven and Results oriented

Qualifications

- Bachelor's Degree Required – Marketing & Communications degree preferred
- 3-5 years of Marketing experience required
- Field Marketing experience in a multi-unit restaurant /retail environment marketing planning

and execution

- Knowledge and documentable experience working with media and sponsorships including establishing new and maintaining existing relationships
- Contract negotiation

Position/Role Requirements

- General knowledge of core marketing concepts and competencies
- Operational mindset with strong interpersonal skills
- Strong brand and financial acumen
- Expert time management and project organizational skills

Additional Requirements

- Acts as a role model mentor and champion of the company
- Required to live within assigned Region, Area or Market. Home base or regional office base as assigned.
- Ability to Travel 50-70%; within a designated area.