

# **Field Marketing Representative(s)**

## **Summary Job Description:**

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

## **Responsibilities Include but Are Not Limited To:**

- Assisting franchisees with local store marketing programs designed to build awareness, trial, and usage of Penn Station East Coast Subs.
- Grand opening marketing plan assistance.
- Coach on best practices for local store marketing.
- Train franchisees and their managers on how to use these programs and work with the Regional Franchise Consultants 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.
- Attend advertising coop meetings as needed.
- Budget assistance for local store marketing.
- Collecting data from each ownership group on local market spends.
- Leadership communication via weekly check-in calls and reporting.

## **Required Qualifications & Skills:**

- Travel: Up to 25%
- 3-5 years of Local Store Marketing experience.
- Experience in working with franchisees is required.
- Highly disciplined and ability to hold others accountable.
- Project management experience.
- Understanding of traditional marketing, community marketing, sports marketing, and social media marketing.
- 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.