

Job Description

Brand & Marketing Project Manager

Company/Location: Kilwins Chocolates Franchise, Inc./Petoskey, MI
Reports to: Brand Director
FLSA Status: Salaried/Exempt
Date Last Revised: February 2019

JOB SUMMARY

The Brand & Marketing Project Manager will own the project management execution for all brand and marketing initiatives to deliver expected results. They will also own the management of daily marketing requests from all business units, franchisees and others as assigned.

ESSENTIAL FUNCTIONS

1. Personally represents Kilwins Core Values, Core Purpose, Core Operating Standards, and Brand Promise.
2. Provide integrity, honesty and knowledge that promotes the culture, values and purpose of Kilwins Brand.
3. Provide project management for all marketing & Brand-related activity.
4. Administer brand assets for internal and external customers.
5. Approve marketing requests for internal and external customers.
6. Administer kilwins.com, franchise opportunity and e-commerce websites.
7. Provide training for new and existing franchisee for marketing-related activity, initiatives and best practices.
8. Monitor and assist with workflow and activity of digital marketing, including web sites and social media.

KNOWLEDGE, SKILLS, AND ABILITIES

1. Must have proven successful experience in managing and facilitating marketing projects.
2. Ability to build project management systems and timelines, continuously improve those systems and use those systems to accomplish brand and marketing initiatives.
3. Demonstrate excellent writing and verbal communication skills, with the ability to effectively communicate to individuals and to groups. Copywriting abilities, able to conceptualize and write promotional copy that effectively communicates project objectives.
4. Ability to conduct presentations to educate franchisees and team members on brand and marketing initiatives.
5. Self-starter who takes initiative and has the ability to be "hands on".
6. Proactively works with others, with an outgoing friendly personality that reflects a "failure is not an option" mindset.
7. Ability to integrate diverse information, be flexible, adaptable and shift priorities.
8. Ability to be keenly detail orientated and organized.
9. Ability to meet deadlines, deliver results and stay within budget parameters.
10. Excellent proof reading and design proofing skills.
11. Proficiency with software including but not limited to Project Management Software, Office, Adobe Creative Suite.
12. Must have strong business acumen and ability to handle confidential and sensitive information and use discretion.

EDUCATION AND EXPERIENCE

1. College degree or 3-5 years' project management experience required with marketing experienced preferred.
2. Franchise or multi-unit experience preferred.
3. Proficiency with web-based project management & marketing applications including but not limited to Campaign Monitor, Drupal, Hightail, Trello.

PHYSICAL REQUIRMENTS/WORK ENVIRONMENT/OTHER DUTIES

1. Must be able to drive and travel by automobile and airplane, sit and stand for long periods of time in an office and retail store environment, and be able to lift 25 lbs.

OTHER DUTIES

Please note this job description is not intended to cover a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Individuals may perform other duties as assigned including working in other areas to cover absences or to equalize peak work periods or otherwise balance the workload.