

Job Description

Regional Franchise Development Manager

Company/Location: Kilwins Chocolates Franchise, Inc./Petoskey, MI

Reports to: Vice President of Development

Classification: Salaried/Exempt

Work Location: Split between home office and Petoskey, MI office

Date Last Revised: March 2019

JOB SUMMARY

The Regional Franchise Development Manager is responsible for all store development within a designated geographical area. This position is responsible for all development aspects in the region they are assigned to. This includes prospecting for franchisees, qualifying and assisting prospects through the Kilwins development process, prospecting for high-potential locations, and working with landlords to secure these qualified locations. This individual will be a Kilwins brand advocate and strive to attract stake holders who can passionately believe in and live the brand during their time as a franchisee. This position requires extensive travel and prospecting.

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. Adhere to the Kilwins method for managing the development process including, prospect qualification, location identification and lease review, site development, area development and renewals, transfers and terminations.
4. Driven and comfortable in prospecting for franchisees and ensuring that these prospects meet the Kilwins financial and brand standards.
5. Facilitate prospects through the decision-making process resulting in franchises being awarded to qualified prospects who understand Kilwins system and expectations.
6. Ability to close franchise opportunities that meet qualification requirements.
7. Responsible to identify markets where Kilwins has a high likelihood of success and find high-quality, specific locations (and avoid bad locations) for stores that meet company requirements.
8. Work with landlords, brokers and franchisee prospects to secure the identified locations, establish LOIs which meet our requirements for cost and build-out, and coordinate lease negotiation and execution.
9. Meets goals and objectives for the development of the region.
10. Work cooperatively with all Kilwins departments to ensure effective store construction, openings, and ongoing operational growth and system compliance.
11. Achieve regional development goals while staying within the budget for the region.
12. Must be experienced in franchise systems and licensing.
13. Provide ongoing input to identify opportunities to improve our development process and to adapt to changing market conditions as needed.
14. Role requires significant travel.

KNOWLEDGE, SKILLS AND ABILITIES

1. Naturally aligned with our Kilwins core values of treating others as you like to be treated, doing your best and having fun in your work.
2. Must demonstrate excellent presentation and oral and written communication skills for all levels of the operation and to outside parties including franchisee prospects and landlords.

3. Must be outgoing with strong interpersonal skills, driven and able to effectively manage conflict while maintaining relationships.
4. Ability to work well with others, be a good listener and capable of managing to outcomes through influence-based leadership.
5. Must represent Kilwins in a professional manner at all times
6. Have strong business acumen and demonstrate discretion in the decision-making process.
7. Ability to integrate diverse information and think strategically in the successful planning and development of the region.
8. Self-starter capable of delivering results from a field-based location.
9. Proven track record in franchise sales licensing and development.
10. Demonstrated ability to close franchise sales.
11. Proven ability to properly handle confidential and sensitive material.

EDUCATION AND EXPERIENCE

1. Demonstrated franchise sales results.
2. Minimum 5 years experience
3. College degree or equivalent in experience.

PHYSICAL REQUIRMENTS

1. Must be able to travel frequently.
2. Must be able to stand for long periods of time in retail store environment.
3. Must be comfortable and productive in working from a home office environment.

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.