

JOB DESCRIPTION

- *Do you love all things F&B?*
- *Do you have 3+ years of experience managing marketing for multiple client accounts?*
- *Do you like being challenged by your work and being an SME for your employer?*
- *Have you demonstrated a strong work ethic in your previous jobs?*
- *Do you love a fast-paced environment with great perks and awesome coworkers?*

If you answered yes to all of the above please look at this exciting opportunity.

COMPANY OVERVIEW

We are the agency crafted for hospitality, food and beverage. Our work is designed to help brands in times of growth and transition—new brands, challenger brands or best in class brands. This usually occurs when organizations expand, create or change their products, services, and leadership, or revisit their marketing approach. Our cadre of hospitality and food and drink-obsessed strategists, designers and industry practitioners support these initiatives with a mixture of consulting, strategy, branding, marketing, design and activation.

JOB OVERVIEW

The Plaid Penguin is looking for a Brand Marketing Manager to lead day-to-day marketing strategy implementation for our clients, most of which are leaders in the food & beverage and hospitality industries. You will lead the day-to-day management for your assigned Clients as well as lead a team of Brand Marketing Coordinators.

We require a creative, passionate, professional self-starting individual to ensure that our clients' brands are enthusiastically and appropriately conveyed through their online and offline channels. Successful performance in this position will involve creative collaboration and effective teamwork with internal and external partners as well as disciplined tactical execution.

ESSENTIAL RESPONSIBILITIES

- Be The Plaid Penguin's main point of contact for a group of clients. You will generate innovative campaign ideas and help transform these ideas into actionable marketing initiatives
- Oversee the team of Brand Marketing Coordinators, providing leadership, organization and supervision
- Develop in-depth knowledge of assigned clients: key issues, competitive landscape, latest trends.
- Coordinate the execution of all client creative/design requests ranging from exterior and interior signage to menu redesigns to website updates.
- Create and manage strategic marketing calendars for our clients and the agency
- Manage agency and client social media channels, inclusive of planning and creating content, scheduling posts, and stewardship
- Develop innovative and relevant PR, marketing, and social media campaigns meant to increase growth and profitability for our clients
- Organize and carry out special events and programs to increase brand consumption.
- Utilize Analytics platforms to track campaign performance and to provide regular reporting on growth & ROI

- Work with leadership on innovative new ideas and strategies to improve marketing and brand activation for our clients.
- Work with design and photography teams to maintain a library of “fresh” content for use on various communication platforms on behalf of clients.
- Lead regular client meetings/calls
- Maintain client-facing status reports and manage regular client touchpoints to report on progress.

KNOWLEDGE AND SKILL REQUIREMENTS

- 3+ years of demonstrated Client management experience, and marketing and/or communications experience; food and beverage client experience a plus
- Ability to work in a fast-paced, high-energy environment managing multiple projects and meeting deadlines with a high level of professional standards and quality.
- Experience leading a team
- Monitor trends in social and digital media tools and applications and appropriately apply that knowledge to all executions.
- Experience in executing email campaigns via various platforms.
- Demonstrated experience using Sprout Social or other scheduling tools.
- Ability to work flexible hours including evenings, weekends and holidays as needed to support and/or facilitate Client events.
- The ability to function on a small team and take the lead on big and small tasks.

Additional skills a plus:

- Ability to do basic image editing for digital applications.
- A “creative eye” to assist/lead at photoshoots.
- Steadfast passion for the food, beverage and hospitality industry.

WHAT FITS WITH US:

- An inquisitive and efficient self-starter with a passion for communications and a love of all things F&B .
- A sharp aesthetic and a creative eye to develop content that catches the viewer.
- Demonstrated ability to work as an individual contributor with minimal resources.
- Proactive: taking initiative and anticipating next steps.
- An optimistic problem solver; one who finds opportunity in challenge.

COMPENSATION:

Competitive salary and benefits with unique perks based on experience.

HOW TO APPLY: For consideration, please send your salary requirements/history along with your resume to jobs@theplaidpenguin.com. We’d love to see your digital portfolio: please include your TikTok and IG handles, or links to posts you've created along with your resume .