

Do you love all things F&B?

Do you have at least 5 years of Management experience in an agency environment?

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.

Marketing Manager

JOB OVERVIEW

The Plaid Penguin is looking for a Marketing Manager to provide day-to-day management of our Marketing team. You will focus on ensuring client needs are met and goals are exceeded. You will guide and direct the Marketing Team members ensuring their ability to be excellent in their jobs. The ideal candidate will be self-motivated with excellent communication, writing and copy editing abilities.

We require a creative, passionate, professional individual to carry out strategic plans, ensuring that our clients' brands are enthusiastically and appropriately conveyed through their online and offline channels. Successful performance in this position will involve coordinating effective teamwork with internal and external partners.

COMPANY OVERVIEW

We are the agency crafted for food, beverage and hospitality-forward brands. 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 create and/or change their products, services, leadership, or revisit their marketing approach. Our cadre of hospitality-obsessed strategists, designers and industry practitioners support these initiatives with a mixture of consulting, strategy, branding, marketing, design and activation.

ESSENTIAL RESPONSIBILITIES

Working with the Director of Communications and through leadership of the Brand Coordinators, the Marketing Manager will develop and ensure excellent execution of the marketing plans for our premier clients. Responsibilities and tasks include:

- Establish and manage strong relationships between TPP and our clients and our vendors.
- Work with leadership on innovative new ideas and strategies to improve awareness and brand image for our clients.
- Coach and lead a small, but high performing marketing team ensuring that adequate resources are in place to meet and exceed deadlines and client expectations.
- Develop innovative and relevant brand campaigns meant to increase growth and profitability for our diverse client rosters.
- Lead creation and management of dynamic 30-60-90 calendars to ensure that client goals are being addressed and that the Brand Coordinators are staying on track, on tone and on schedule.
- Serve as the Point of Contact for clients with more complex accounts, delegating social media, content creation and other activities as needed.
- Review all digital communications: Website, social media (organic and paid) and email communications to ensure accuracy and brand message prior to distribution
- Provide support to Brand Coordinators by assisting with tasks such as photoshoots, concept openings, etc. Additionally, this role will backfill the Brand Coordinator role when necessary.
- Help coordinate the completion of deliverables to the clients (this may include ordering merchandise, obtaining quotes, determining signage needs, updating websites, profiles etc.)
- Under the direction of the Director of Communications, assist with press releases, media events, etc.
- Create content and marketing calendars for any assigned clients and when needed to support Brand Coordinators

- Monitor trends in social and digital media tools and applications and appropriately apply that knowledge to all executions.
- Work with the design and photography teams to maintain a library of “fresh” content for use on various communication platforms on behalf of clients.
- Manage scheduling and workflow within Project Management platforms to ensure projects are delivered/launched on time and within scope.

WHAT FITS WITH US:

- Excellent oral and written communication skills
- Demonstrated ability to plan, prioritize, and organize work effectively
- An inquisitive and efficient self-starter with a passion for communications and a love of all things F&B and hospitality
- Demonstrated ability to manage a team
- Proactive: taking initiative and anticipating next steps
- An optimistic problem solver; one who finds opportunity in challenge. (“I don’t know how to do that” is a last choice answer)

KNOWLEDGE AND SKILL REQUIREMENTS

- 5+ years of demonstrated Marketing Management experience in an agency; food and beverage 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 in executing email campaigns via various platforms
- Ability to work flexible hours including evenings, weekends and holidays as needed

Additional skills a plus:

- Ability to make minor website revisions (Wordpress, Wix, Shopify and/or Squarespace)
- Ability to do basic image editing for digital applications
- A “creative eye” to assist at photoshoots
- Steadfast passion for the food, beverage and hospitality industry

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@thelaidpenguin.com.