

Social Media/Influencer Marketing Manager

Summary Job Description:

Penn Station East Coast Subs is looking for an influencer marketing manager to assist with building the brand through social media. This position reports directly to the Marketing Director.

Responsibilities Include But Are Not Limited To:

- Organic content marketing for national social media channels; including development of a quarterly social media calendars.
- Work closely with Digital Marketing Agency partner for paid social media calendar, budget, and content.
- Development of influencer program, influencer management, and measurement.
- Keep apprised of social media trends and educating leadership and owner of these trends and how to implement.
- Development of best practices, toolkits, and promotions for franchisees to execute locally on approved local social platforms.
- Coordination with brand agency and production teams.
- Analyze and report monthly national social media efforts with proactive recommendations for optimization.
- Budget management and stewardship.
- Collecting data from each ownership group on local market spends, analyzing performance and sharing best practices.
- Leadership communication via weekly check-in calls and reporting.

Required Qualifications & Skills:

- 5+ years of Social Media and Influencer Marketing experience.
- Experience in working with franchisees is required.
- Graphic design and video editing skills.
- Bachelor's Degree in Marketing, Communication, Business, or equivalent.
- Project management experience.
- 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.
- Professional manner, positive attitude.