



# BAHAMA BUCK'S FRANCHISE CORPORATION

## BRAND DEVELOPMENT ASSOCIATE

**DEPARTMENT:** Marketing

**REPORTS TO:** Brand Development Manager

### Department Summary

The Bahama Buck's Marketing Department is focused on proactively identifying guest needs through research, utilizing insights to develop winning brand positions and products, and effectively communicating them internally to our franchise family and externally to the guest. Our vision for the department is to **Advance the Brand** while ensuring that every decision accelerates Bahama Buck's growth and blesses our guests!

### Position Summary

Brand Development is a key part of the Bahama Buck's Marketing Team. Brand Development is focused on using key data insights to identify growth opportunities and develop projects that will advance the brand within our four objectives: increase the average ticket, increase guest frequency, invite new guests, and bless guests in our communities.

The Brand Development Associate will work closely with the Brand Development Manager to identify new brand building opportunities through data analysis, manage the day-to-day activities of current projects, and offer ongoing support of launched projects.

### Responsibilities

- Serve as a steward of the Bahama Buck's brand
- Analyze and interpret consumer insights and key performance indicators to inform project development
- Assist in the development and execution of a project pipeline that feeds from strategy, to execution, to implementation in our shops system-wide
- Work with the Creative Team to develop project collateral including writing design requests, briefing on project objectives, and providing feedback
- Collaborate with all departments to ensure company-wide alignment during the development and execution of a project
- Assist in writing project briefs and supporting materials
- Create and maintain project timelines and other project management tools
- Develop and maintain strong working relationships with Field Operations, Finance, IT, and Communications Teams

### Qualifications

- Exhibit strong critical thinking skills
- Demonstrate a basic understanding of marketing principles
- Highly collaborative work style
- Proficient in excel spreadsheets, formula creation
- Excellent written and verbal communication skills
- Strong ability to build collaborative relationships
- Ability to manage multiple projects simultaneously within compressed timeframes
- Self-starter with the ability to work independently
- Passionate about learning about and implementing strategic marketing principles
- Must be able to maintain a regular schedule of Monday through Friday from 8am-5pm

This job description is intended to describe the general nature and level of work being performed by the staff assigned to this position. It is not intended to be an exhaustive list of all duties, responsibilities, or tasks which may be required to be performed in this position.

Bahama Buck's Franchise Corporation may amend, change, or modify the responsibilities and duties of this position to meet business needs as necessary. This job description does not constitute a contract for employment and may be changed at the discretion of Bahama Buck's Franchise Corporation without notice.