



BAHAMA BUCK'S FRANCHISE CORPORATION

FIELD MARKETING SPECIALIST

DEPARTMENT: Marketing

REPORTS TO: Field Marketing 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 strategic decision accelerates Bahama Buck's growth!

Position Summary

The Field Marketing Specialist is responsible for providing performance consultations to the Bahama Buck's Franchise Family based on the four primary marketing objectives; increase the average ticket, increase guest frequency, invite new guests, and bless guests in our communities. This position will manage the long-term implementation, execution, and ongoing support for all marketing initiatives and brand-building strategies. The Field Marketing Specialist will manage internal projects and proactively support our franchise family to improve processes and growth within the Bahama Buck's brand.

Responsibilities

- Serve as a steward of the Bahama Buck's brand
- Develop, align, and consult with the Field Marketing Manager to identify and execute resources and marketing strategies for the Franchise Family
- Oversee new shop openings, transfer shops, and community marketing systems and strategies
- Develop and maintain marketing communication vehicles that build momentum and adoption of ongoing marketing strategies and ready resources
- Lead the development and execution of consistent marketing communication to the Bahama Buck's Franchise Family
- Lead implementation of integrated marketing strategies and campaigns that deliver on the four primary marketing objectives
- Work closely with the Creative Team to develop marketing ready-resources to support all marketing activities
- Continuously analyze all performance business data to identify best practices and translate findings into actionable field marketing plans for Bahama Buck's shops
- Develop and maintain strong working relationships with Field Operations, Finance, IT, and Communications Teams

Qualifications

- 2-3 years of marketing experience required (advertising, grassroots marketing, data analysis, ect)
- Experience within the restaurant industry
- Understanding of marketing principles
- Working knowledge of consumer insights and research methods
- Highly collaborative work style; experience developing and implementing marketing strategies
- Proficient in excel spreadsheets, formula creation and data analysis
- Highly skilled in managing Google Business Suite platforms and Microsoft Office programs
- Project and people management experience
- Excellent written and verbal communication skills

- A strong track record as an implementer who thrives on coordinating a variety of key initiatives concurrently
- Strong ability to build collaborative relationships independently
- Ability to manage multiple projects simultaneously within compressed timeframes
- Self-starter with the ability to work independently
- Passionate about learning and implementing marketing support
- Available to work full-time schedule in an office environment

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.