



BAHAMA BUCK'S FRANCHISE CORPORATION

DIGITAL LOYALTY SPECIALIST

DEPARTMENT: Marketing

Bahama Buck's Overview

We believe that serving honor, dignity, and respect is equally as important as serving our world-famous Sno®. From our frontline Avalanche Crew members to our Support Center team, we're on a seamless mission to be the blessing to our guests. We are looking for passionate individuals, who share our mission and values, to help us grow the Bahama Buck's brand and help ***Bless Our Guest by Creating the Ultimate Tropical Dessert Experience.***

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 Overview

Digital Loyalty is a key part of Bahama Buck's marketing strategy. With the fast-emerging digital environment, and our guests expecting more from us every day, this role is focused on innovation across the customer journey through Bahama Buck's digital loyalty program. This role will identify the most meaningful digital communication for our guests, and develop and bring it to life, all with a strong eye towards growing shop traffic and profitability for franchise owners. We do this in partnership with our Field Marketing and Creative Production teams.

The Digital Loyalty Specialist is responsible for developing and implementing a comprehensive digital communication strategy that will transform our brand by building and continually optimizing our guest-facing loyalty program inclusive of a digital promotions plan. This person will oversee the development of the strategic roadmap for the loyalty program to drive profitable, and incremental guest behavior. They will spearhead campaigns and communications strategies, execution and implementation of promotions while working with key partners across the organization to develop personalized programs across E-Mail, Push, SMS, etc.

The Digital Loyalty Specialist will drive recommendations and enhancements to reach aggressive revenue goals and key performance indicators that transform Loyalty efforts to drive the brand's long-term growth. Working closely with key team members, this individual will also define a digital offer and communication roadmap that delivers improved profitability, while minimizing guest purchase subsidization and maximizes new guest engagement.

Responsibilities

- Serve as a steward of the Bahama Buck's brand
- Analyze and interpret consumer insights and key performance indicators to inform digital loyalty communication
- Work with the Creative Team to develop digital collateral including writing design requests, briefing on project objectives, and providing feedback
- Develop an annual national digital loyalty communication calendar that corresponds with the departments messaging focus and marketing programs.
- Create maintain ongoing journey communication to digital loyalty users that drives the departments business objectives
- 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.