



**Job Description: Manager, Franchise & Local Marketing**

**Location: Milford OH**

**Reports to: SVP of Marketing**

About Penn Station

Penn Station East Coast Subs is a leading fast-casual restaurant brand with over 320 locations, known for our crave-worthy sandwiches, fresh-cut fries, and exceptional customer experience. We're looking for a results-driven Manager of Franchise & Local Marketing to develop and execute impactful local shop marketing programs, support grand openings, enhance franchise sales marketing, and support our franchise partners with innovative marketing strategies.

**Key Responsibilities:**

Franchise & Local Marketing Support

- Work closely with franchise owners to develop a consumer-driven approach to local marketing, using available omni-channel media (digital, social, email, in-store, traditional) to drive awareness, engagement, and conversion.
- Develop and implement scalable local shop marketing programs and materials to drive sales and brand awareness across all Penn Station locations.
- Coach and guide franchise owners on best practices for local store marketing, helping them effectively execute community engagement initiatives.
- Leverage existing local sports sponsorships to enhance brand visibility, ensuring partnerships align with overall marketing objectives.
- Use market research to identify opportunities for local marketing, competitive positioning, and customer insights.
- Manage systems and processes supporting franchise owner local shop marketing programming.
- Make basic graphic design adjustments to customize existing artwork to specific markets and programs

Franchise Sales & Digital Marketing

- Lead the implementation of Franchise Sales CRM email programs, ensuring timely and effective communication with prospective franchisees.
- Develop and execute marketing programs and SEM content to drive franchise interest and lead generation.
- Serve as the day-to-day contact for marketing agencies supporting franchise sales efforts, ensuring alignment on strategy, execution, and optimization.

- Manage Franchise Sales LinkedIn presence, curating content and engagement strategies to attract prospective franchisees.
- Continuously analyze franchise sales marketing efforts, identifying opportunities for optimization and growth.

#### Grand Opening Support

- Guide the franchise owners through the benefit and development of pre- and post-opening marketing strategies, including local store marketing, paid media, PR, and community engagement to drive awareness and traffic.
- Work with the franchise partner to identify local businesses, media, and organizations, grassroots marketing tactics, sponsorships, and events to integrate the brand into the community.
- Manage and optimize social media, digital ads, local promotions, and in-store signage, ensuring maximum reach and engagement before, during, and after the launch.
- Collaborate with PR agencies, influencers, and local media to generate buzz, secure press coverage, and host launch events or tastings.
- Guide franchise owners on local marketing execution, track performance metrics, and implement retention strategies like bounce-back offers and loyalty programs to sustain momentum.

#### Key Skills & Competencies:

- Project Management – Ability to develop, execute, and manage multiple marketing programs across a franchise system.
- Program Measurement & Reporting – Track and analyze the success of marketing programs, using data to drive strategic decisions.
- Market Research & Insights – Conduct research on local markets, customer behavior, and competitive trends to refine marketing strategies.
- Franchise Owner Relationship Management – Experience coaching and collaborating with franchisees to ensure effective local marketing execution.
- Omni-Channel Marketing Capabilities – Understanding of digital, social, email, in-store, and traditional marketing tactics to create a well-rounded consumer engagement strategy.
- Agency & Vendor Coordination – Strong ability to manage external agencies and vendors supporting franchise sales and marketing initiatives.
- Digital & CRM Marketing – Hands-on experience with CRM management platforms, franchise sales email marketing, website content management systems and digital content strategies.
- LinkedIn & B2B Marketing – Ability to manage and optimize Franchise Sales LinkedIn content and engagement strategies to attract new franchise prospects.
- Graphic Design Capabilities – Ability to create basic marketing materials using tools like Canva, Adobe, or similar platforms.

- Microsoft Suite Proficiency – Strong understanding of Excel, PowerPoint, Word, and Outlook for reporting, presentations, and communication.

#### Qualifications & Experience:

- 3+ years of marketing experience, preferably in franchise, restaurant, or multi-unit retail industries.
- Strong experience in local store marketing, sponsorship activation, and franchisee coaching.
- Proven ability to analyze marketing performance, optimize campaigns, and report on key metrics.
- Excellent communication and relationship-building skills, with the ability to influence and support franchise owners.

#### Why Join Penn Station?

- Be part of a growing, dynamic restaurant brand with a strong franchise system.
- Impact the business at scale by developing marketing programs that drive success across 320+ locations.
- Work with passionate franchisees, helping them grow their business through effective local marketing.