

Job Description

Date: January 1, 2021

Job Title: Marketing Coordinator
Classification: Full-time. Exempt.

Reports to: Marketing Consultant

Expected Hours of Work

- Office hours of operation are Monday through Thursday, 9:00 am to 5:00 pm
- Some hours will be at the different restaurant locations
- Hours may also vary if needed for outside events or training.

Summary/Objective

As Marketing Coordinator you will work with the Marketing Consultant to strategize, develop, and execute marketing objectives that support business growth, brand equity, and brand awareness of Viscariello Hospitality Group. VHG is the parent company of Mamma Mia's, Carmela's, Three V and Mia's Catering.

You will plan, develop, and execute a robust digital marketing strategy across social media, email and other online platforms. You will develop digital and print materials through a mix of professional writing, photography, and graphic design while monitoring analytics and staying up-to-date on industry trends. You will work with restaurant management to stay informed on menu updates, specials, offers and discounts.

Due to COVID-19, we've put on hold in-person events. However, in the future, this position will assist with the planning and implementation of in-person marketing activities. There will also be times when you will be needed to cover the front reception desk at our corporate office. You also may be asked to work some nights and weekends for outside events or training.

Essential Functions

Traditional & Online Marketing

- Work with the Marketing Consultant to develop and maintain an annual marketing plan and budget that supports VHG's business goals.
- Work with Marketing Consultant to build and execute a comprehensive social media and email marketing calendar in an effort to increase reach, engagement, brand awareness, website traffic, and overall sales.
- Conceptualize, design, write, and disseminate engaging social media and email content for all VHG entities.
- Translate VHG's brand into informative, relevant, and compelling stories.
- Assist Marketing Consultant in the production of marketing materials such as menus, flyers, table tents, advertisements, etc.
- Regularly visit restaurants to take pictures and stay informed on the latest menu updates, specials, offers, and discounts.
- Work with Marketing Consultant to develop and execute unique marketing campaigns for annual events such as our Black Friday & Holiday Gift Card Sales.
- Work with Marketing Consultant to develop and manage unique marketing campaigns involving charitable giving, volunteers, drives, etc.
- Manage and update list of email subscribers
- Update website content including online restaurant menus and recruitment information.
- Help plan, set up, and break down at any in-person marketing events.

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Monitoring

- Listen and respond to social media audiences to cultivate engagement; elevate sensitive situations to management.
- Listen and respond to reviews on sites such as Google, Yelp, Tripadvisor, etc.; elevate any sensitive situations to management.
- Monitor industry trends, particularly on social media in regards to hashtags, trending topics, and key industry influencers and thought leaders.
- Manage profiles on all search engines such as Google, Safari, Bing, Yahoo, Firefox, etc.
- Perform local and national competitive research and provide analyses that include characteristics, pricing, and advertising.

Administrative

- Keep inventory marketing materials.
- Keep inventory of gift cards and work with vendors to replenish stock. Process online gift card orders.
- Fill in at the office front desk if needed to cover Administrative Assistant.

Skills/Requirements:

- Excellent copywriting and editing skills
- Deep knowledge of social media marketing across all platforms including Facebook, Instagram, Twitter, LinkedIn, and Youtube; familiarity with scheduling platforms, such as Hootsuite.
- Deep knowledge of email marketing; familiarly with email marketing platforms, such as Constant Contact.
- Proficient photography and design skills; familiarity with Adobe Creative Suite, Canva, and photo editing software.
- General understanding of social and web analytics.
- Wordpress experience is a plus.
- HTML/CSS experience is a plus.
- Video skills or interest is a plus.
- Ability to work independently and contribute ideas in a group/virtually.
- Comfortable presenting ideas to senior leadership.
- Time management skills and the ability to manage multiple projects.
- Professional attitude and approach.
- Work with outside vendors - printers, newspapers, magazines, town offices, donation centers (police relief association, environmental police)
- Monitors donations
- Maintain communication with management at all locations.

Reasonable accommodations may be made to enable qualified individuals to perform the essential functions.

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Competencies

The following competencies are required to perform the essential functions of this job successfully:

- Confidentiality--Respect and adhere to ethical principles regarding data protection and confidentiality regarding any information obtained as part of the professional activity
- Adaptability—the individual adapts to changes in the work environment, manages competing demands and can deal with frequent change, delays or unexpected events.
- Communication Proficiency--Ability to work with a diverse group of people. Ability to proactively handle all staff and customer requests or concerns quickly with caring and fairness per policy and corporate values.
- Problem solving—the individual identifies and resolves problems in a timely manner, gathers and analyzes information skillfully.
- Planning/organizing—the individual prioritizes and plans work activities and uses time efficiently.
- Quality control—the individual demonstrates accuracy and thoroughness, monitors own work to ensure quality and applies feedback to improve performance.
- Analytical skills, good reasoning abilities, sound judgment, ethical practice

Supervisory Responsibility: None

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

The physical demands described here are representative of those that must be met by a qualified employee to successfully perform the essential functions of this job.

This is a largely sedentary role. At times you may need to carry items to locations or events, so some heavy lifting.

Frequently writes, types on computer keyboard, uses adding machine/calculator, copy machine, scanner, fax and telephone. Some office related tasks may require repetitive hand and wrist and arm and leg motions including reaching overhead and below the knees, including bending, and twisting, pulling. No significant stooping is usually required.

Read and visually verify information in a variety of formats (e.g., small print) written in the English language. Business operations require the ability to read and communicate and understand English, the predominant language of the restaurant location.

Communicate with customers, coworkers, and management who only speak English. Communicate in English to promote efficiency with work assignments. Communicate in English for emergencies or other situations in which a common language is required to promote safety.

Travel: Travel is primarily local errands during the business day within the radius of all restaurant locations and business entities of the Company.

Required Education and Experience

- High School Diploma or GED

Additional Eligibility Qualifications:

Work Authorization: Federal law requires all employers to verify the identity and employment eligibility of all persons hired to work in the United States. This organization participates in E-Verify.

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EEO Statement

The employer is an equal employment opportunity employer. It is the policy of the employer to afford equal employment opportunity to all individuals regardless of race, color, religion, sex, national origin, age, sexual orientation, disability, veteran status, or any other protected class. All employment decisions are based on the principle of equal employment opportunity

Other Duties

The information contained herein is not intended to be an all-inclusive list of the duties and responsibilities of the job, nor are they intended to be an all-inclusive list of the skills and abilities required to do the job. At its discretion, Management may assign or reassign duties and responsibilities to this job at any time. The duties and responsibilities in this job description may be subject to change at any time due to reasonable accommodation or other reasons.

Company Standards

All employees are expected to conform to the following in the performance of their tasks and duties:

- Perform quality work within deadlines with or without direct supervision.
- Interact professionally and respectfully with other employees, customers and suppliers.
- Work effectively as a team contributor on all assignments.
- Work independently while understanding the necessity for communicating and coordinating work efforts with other employees and organizations.
 - Fully understand and comply with all company policies, procedures, standards, specifications, guidelines and training programs, including all federal, state, county and municipal regulations and laws, and those that pertain to health, safety and labor requirements.
 - Follow all company and safety and security policies and procedures.
 - Report incidents, accidents, injuries and unsafe work conditions to Manager or HR.
 - Satisfactorily complete and maintain valid safety training and required certifications.

Mandatory Valid Certifications and/or Licenses

- Massachusetts Drivers License

JOB DESCRIPTION REVIEW SECTION:

Employee job description has been reviewed and no changes have been made to the job description at this time. I have read and understand my Job Description as stated above.

Employee
Signature: _____ Date: _____

Direct Manager's
Signature: _____ Date _____