Marketing Generalist Job Description

General Summary
This is a full-time, salaried position that reports to the Marketing Manager and supports the Sales, Branding and Marketing activities for Catering, Dining Services and 19 East. The Marketing Generalist is to position the brand of FFT in the marketplace following the directives in the company’s Vision 2020 by using our authentic brand voice to gain top brand position and increase sales across all business units.

Vision of Success
The Marketing Generalist (MG) is an organized, proactive team player. His/her energy is infectious, bringing positivity and continuous support to those around them. Working across multiple divisions, his/her ability to collaborate, foster relationships and bring solutions to the table are essential assets that allow him/her to act as a strong leader.

The MG has exceptional communication skills, both verbal and written, allowing him/her to manage projects and expectations from clients and senior leaders. The MG has developed the ability to identify and pursue opportunities, contributing to the success of the sales pipeline in Catering and Dining Services. He/she represents the FFT brand with the highest degree of professionalism, serving as brand ambassador at all times.

The MG has gained the respect of the entire FFT team, vendors, customers, and partners. He/she is defined by a solid work ethic, with strong personal and professional integrity. The MG regularly acknowledges the contributions of those around him/her and more importantly understands how those contributions fit into the success of each business unit. He/she is instrumental in bringing the business units closer through open dialogue and the sharing of both internal and industry best practices.
Essential Duties

- Calendar management of all projects to budget.
- Manage and implement online and email marketing initiatives.
- Design, develop, and distribute content marketing deliverables.
- Monitor online marketing and social media trends and best practices.
- Manage creation of graphics and illustrative copy.
- Conduct market research and monitor industry trends and behaviors.
- Perform support duties including but not limited to: database management, reporting and analytics, maintaining marketing materials, managing sales and marketing software tools
- RFP generation management
- Manage established partnership relationships
- Participate in key industry organizations

Qualifications

- Bachelor’s degree in business, marketing, or communications
- Minimum 2 years of experience in marketing
- Strong project management skills
- Highly proficient with Microsoft Office (Word, Excel, PowerPoint, Outlook) and Photoshop
- Experience with Adobe Suite
- Experience with social media tools
- Experience with writing and editing copy a plus
- Familiarity with CMS and marketing analytics tools (Google Analytics) a plus
- Familiarity with SEO and keyword research best practices a plus

The ideal candidate is

- Capable of handling multiple tasks with competing priorities under minimal supervision
- Able to think critically and exercise independent judgment and discretion
- Technologically-savvy and resourceful
- Results-oriented and solution-focused with a problem-solving attitude
- Team player
- Able to exercise strong attention to detail
- An effective communicator in speaking and writing
- Self-motivated with a learning attitude and a sense of urgency
- Highly organized
- Able to work nights/weekends when needed
- Passionate about hospitality and overall knowledge of the Chicago hospitality market
DEPARTMENTS
Reports into the Marketing department and works across all leadership levels including the VP Catering, Director of Dining Services, Human Resources Manager and Executive Administration on all project requests.

BUDGETS
To comply and actively manage all 2016 marketing budgets for Catering, Dining Services and 19 East.

MEETINGS
Mandatory attendance in the following reoccurring meetings:
- Weekly Marketing huddle
- Bi-weekly Sales huddle
- Bi-weekly 19 East huddle
- Monthly meeting with 10X Labs
- Monthly meeting with Clique
- Monthly Dining Services SLT huddle
- Monthly Catering company huddle
- Monthly Dining Services management huddle

SIGNATURE OF ASSOCIATE:_______________________       DATE:__________________

SIGNATURE OF MANAGER:______________________      DATE:_______________
30 Day Plan

Objective: gain an understanding of Catering and 19 East

Goals:
- Engage in all management huddles and attend one ELT meeting to gain understanding of the company
- Meet individually with key leaders in Catering and 19 East to understand each business unit and their specific needs for marketing support
- Review HIPs for Catering and 19 East
- Attend one weekly sales meeting and one Catering company huddle
- Visit 19 East and meet with venue team
- Compile overview report and meet with Bess
- Share overview with John and Allyn

Strategy: Follow training schedule provided by Marketing and HR

Measure: Review progress during weekly huddle with Marketing Manager

60 Day Plan

Objective: Gain an understanding of Dining Services and continue to build knowledge around Catering Division and 19 East

Goals:
- Start visiting cafes and a variety of social and corporate catered events to understand the working cultural environment
- Review HIP for Dining Services
- Attend an SLT meeting
- Attend the monthly management huddle
- Attend venue and vendor meetings with Bess as scheduled
- Start to work on project list across all divisions
- Compile overview report and meet with Bess
- Share overview with John and Allyn

Strategy: Follow training schedule provided by Marketing and HR

Measure: Review progress during weekly huddle with Marketing Manager
90 Day Plan

Objective: Start implementing the 2016 HIPs across all divisions

Goals:
- Assign specific tasks in all HIPs in detail across all divisions
- Meet vendors in-person to understand their function in FFT’s business (10X labs, WiseFools, Clique, etc)
- Visit remainder of cafes across all regions
- Attend additional Catering events and networking opportunities
- Draft plan for photo organization project to Bess
- Propose project list for next 30 days list to Bess
- Share all observations at ELT meeting

Strategy: Leverage monthly progress reports to draft action plan

Measure: Review progress during weekly huddle with Marketing Manager

Position Evaluation

For the 2016 calendar year, the position will start as tactical with the expectation of managing projects and implementing current initiatives from the 2016 HIPs. As progress and structure is developed, strategies for key areas of each business unit determined by the marketing manager will be assigned to the generalist.

Success in the position will be measured by the following skills/tactics within 90 days:
- Understanding of how each business unit operates to meet customer needs
- Leadership and organization of project deadlines
- Contribution to idea generation and creative thinking skills
- Analytic measurements of current marketing initiatives
- HIP progress across each business unit

The position will be evaluated by the following KPIs in December, 2016:
- Manage key vendor relationships with 10X Labs and WiseFools
- Manage Social Media content calendars for Catering, Dining Services and 19 East
- Manage the calendar of Catering and 19 East eblasts using the Constant Contact database
- Manage the ThunderHawk marketing plan, website and all marketing initiatives
- Completion of photo organization project in FFT Shared Drive