

**Part-Time Field Marketing Coordinator (For Houston, Minneapolis/St. Paul, or Chicago)**

**STATUS:** Hourly; Approximately 25 hours per week

**Pay:** \$15/hour

**REPORTS TO:** Field Marketing Director

Apply online at [Smashburger.com](http://Smashburger.com)

**POSITION OBJECTIVE:**

The Field Marketing Coordinator is responsible and held accountable for designing and implementing trade area specific marketing programs that drive sales and are aligned with national plans and the Smashburger brand. The Field Marketing Coordinator will need to have excellent verbal and written communications skills, the ability to be resourceful and be a strong self-starter. This is a field role for the Houston, Minneapolis/St. Paul or Chicago market that will have dual reporting to a manager in the corporate office in Denver as well as the local district manager.

**DUTIES AND RESPONSIBILITIES:**

- Development of marketing opportunities for all stores in the market. Find and create appropriate programs with surrounding communities.
- Assistance in the execution of local creative in accordance with Smashburger brand and creative principles and executions.
- Development of strategic partnerships within assigned areas to support marketing initiatives.
- Management, training and coordination of resources for events, sampling, etc.
- Development of market and store level tactics to address specific opportunities/concerns.
- Social media management of the market.
- Assist in the execution of new restaurant opening plans, including pre-opening events and day of activities.
- Host in-store parties with media, consumers etc. Need to be extremely well-versed in Smashburger product offerings.
- Successfully manage program budgets.

**QUALIFICATIONS AND SKILLS:**

- Bachelor's degree or relevant experience in Marketing, Communications, Journalism, or Public Relations.
- 1-2+ years of related consumer promotion/Local store marketing/event planning experience (a plus if within the restaurant industry).
- Demonstrated experience in developing executing consumer promotions and events.
- Exceptional interpersonal and written communications skills. Must be able to present self professionally at all times.
- Strong work ethic.
- Must be detail-oriented and well-organized, with the ability to manage multiple projects.
- Team player/Can-do attitude.
- Proficient in Microsoft Excel, Word, and Power Point.
- Ability to think big while adhering to a tight budget.

- Travel as needed around the market for building community relationships, executing events, and building trade area knowledge.
- Flexible hours weekly
- Ability to drive to drive to all parts of the assigned market

### **About Smashburger**

Denver-based Smashburger is a fast-casual restaurant designed to be every city's favorite burger place. Developed and owned by private equity and concept-development firm Consumer Capital Partners (CCP), Smashburger develops both corporate and joint venture partner stores. The company has sold franchise agreements that will total more than 500 locations over the next five years. With triple digit annual growth, Smashburger was named a 2009 Hot Concepts! award winner by Nation's Restaurant News. To learn more, visit [www.smashburger.com](http://www.smashburger.com).