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# Example of Franchise Marketing Manager Job Description

Our company is looking to fill the role of franchise marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for franchise marketing manager

* Provides input and recommendations for annual International budgeting process regarding economic and competitive conditions in assigned markets/region, forecasted sales levels and similar aspects of the region
* Develops relationships with franchisees, advertising agencies and key suppliers
* Provides analysis of program effectiveness and recommendations for future activities based on application of these analyses
* Conducts seminars and other training to further develop franchisee marketing and other staff
* Ensure the right implementation of in store communication tools in alignment with the VM team
* Develop, in alignment with the manager, local activation plans to ensure the success of new Concept Stores and Factory Outlet openings, store relocations and/or store birthdays and own the execution of these activities
* Evaluate the performance of all campaigns
* Work together with the local Brand Marketing team to ensure Retail-specific opportunities and/or needs
* Own and manage assigned Marketing Activation budget
* Support in implementing and carrying out the presentation of the collection highlights and trade support

## Qualifications for franchise marketing manager

* Effective and proven project management, organization and communication skills
* Should have the ability to motivate and empower others to achieve a desired action and experience influencing in a highly matrixed environment required
* Must have strong leadership abilities, master complexity and have strong negotiation and presentation skills required
* Must have experience with financial modelling and Net Present Value analysis is required
* This position may require up to 5% travel (domestic and international) required.Finance
* Expertise in developing world class, leading edge media, licensing, advertising and promotional campaigns