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# Example of Local Manager Job Description

Our growing company is looking to fill the role of local manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for local manager

* Develop and execute campaigns, communications, and events to optimize the retention and productivity of Caviar’s Los Angeles courier fleet
* Work closely with fellow Logistics Operations Managers and the Los Angeles GM to ensure our couriers perform the best of any on-demand service on the planet
* Monitor logistics in real-time, especially during peak hours, and respond to unexpected challenges (traffic situations, sudden weather, courier no-shows) to ensure we get adequate courier supply to meet demand
* Refine existing courier milestone (i.e., bonus) programs to maximize both impact and profitability
* Develop new programs to improve delivery time metrics, courier quality metrics, and courier pay using a data-driven approach
* Analyze restaurants’ operational metrics, and partner directly with our restaurants to improve their in-house operations, driving higher-quality and more efficient deliveries for Los Angeles
* Consistently provides feedback and direction to staff to ensure employee development, engagement and business knowledge
* Plan, schedule, coordinate and/or execute local marketing events and tactics to drive new enrollments and support school retention efforts
* Identify and execute opportunities to link prospects with existing K12 families
* Outreach to current K12 users in designated states or territories

## Qualifications for local manager

* Recognize performance while holding team to high expectations
* Acute understanding of lead generation, CRM/SFA and account management
* Fosters continuing education and honing of skills
* Possess creative spark and business acumen
* Strong understanding of digital media and the latest industry trends
* Bachelor’s Degree required in marketing or communications, or relevant field, and 5-7 years marketing experience working with multi-unit retail organization or advertising agency