



Example of Franchise Marketing Manager Job Description

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Our company is growing rapidly and is hiring for a franchise marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for franchise marketing manager

- Reviews and ensures brand integrity of all licensee marketing and loyalty program submissions in region (TV and other high-profile submissions to be vetted with global marketing team)
- Participate in “train the team” sessions to become experts in property presentations
- Partner with regional Brand Director to localize property presentations and marketing materials for assigned territory
- Attend top-tier retail and licensee meetings
- Plan screenings for licensees and retailers as required in territory
- Manage costume character appearances in market
- Support the development of franchise and marketing plans including developing materials and communication tools for internal and external stakeholders
- Develops and prepares marketing/promotional submission materials, as needed, to support review and approval of licensee submissions
- Develops and maintains relationships with stakeholders and relevant internal and external constituents to establish a reliable and timely flow of information and submission materials, particularly WB teams such as the Harry Potter Global Franchise Development team, the WBCP Franchise Management and Marketing team, the Global Themed Entertainment team, author representation among others
- Directly supports Universal Parks & Resorts licensee enabling them to

Qualifications for franchise marketing manager

- Successful candidates must have demonstrated the ability to work autonomously to deliver business results
- Up to 30% travel may be required for this position. Marketing
- A minimum 5 years of experience in Finance/Accounting is required
- SAP/TM1 experience preferred
- Should have the ability to motivate and empower others to achieve a desired action and experience influencing in a highly matrixes 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 preferred