



Example of Manager Franchise Job Description

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Our growing company is looking to fill the role of manager franchise. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for manager franchise

- Work directly with Research/Insights team to assess franchises across consumer segments and markets
- Help develop franchise strategies to drive business growth, including identifying priority consumer targets, creative vision/positioning and content, marketing and merchandise strategies
- Lead regular Franchise planning meetings with various x-functional teams to share and align on brand and franchise strategies and help guide implementation of strategic plans across APAC
- Help develop actions and key initiatives that deliver against the franchise strategy with cross-functional teams, supported by a clear business justification
- Help to host presentations and brainstorm sessions to cultivate creative ideas and innovative brand/franchise building opportunities
- Develop and implement integrated consumer marketing campaigns that increase reach and engagement with Turner kids' brands and franchises
- Develop comprehensive post-campaign reports to assess the effectiveness of initiatives against objectives and communicate results to the executive team, partners, and key stakeholders
- Track and monitor brand and franchise dashboards against KPI's, synthesize and articulate findings
- Development, communication and execution of AB/AF commercial strategy
- Expanding AB/AF portfolio by launching new indications and new drugs

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- Proven track-record of managing workflow to meet tight deadlines while handling high volume of work
 - Social media and digital platform analytics preferred
 - Demonstrated ability to contribute to operational plans
 - A minimum of 2 years formal Project Management experience is required
 - Project Management Training and/or Project Management Professional (PMP) Certification is preferred
 - Experience launching new products is highly preferred