



## ***Marketing Intern***

**Summary:** To assist in all aspects of the Which Wich Superior Sandwiches Marketing department functions, including planning and executing special events, media and community relations, digital design, media monitoring, create in-store promotions, and promotions of events.

### **Special Duties and Responsibilities**

- Develop a local marketing plan
- Work with franchise corporate marketing executives to leverage all marketing tools that corporate office offers
- Build brand awareness within university/community
- Develop promotions that are designed to increase foot traffic and increase per capita spending; track and report ROI
- Develop promotions that are designed to increase caterings within the community and school
- Develop a program to push loyalty program
- Actively participates in all Marketing functions with the focus on brand management, increased revenue and guest satisfaction
- Coordinates the Gift-In-Kind charitable donation program
- Monitors social media and manages online presence (instagram, yelp, google, etc)
- Office management including purchase orders, media monitoring and reporting, and answering phones
- Ensure that image, cleanliness and courtesy standards requirements are met
- Promote the store with the utmost pride and enthusiasm
- Able to work efficiently in a fast-paced environment with an outgoing and friendly demeanor
- Willing to interact with guests should the opportunity arise
- Must have basic computer proficiency
- Must possess excellent customer service, communication skills
- Previous PR, marketing, communications or customer service experience a plus

### **General Requirements**

- Must be at least 18 years of age
- Must have transportation to accommodate varying schedule of nights and weekends
- Must be able to stand/walk for up to 8 hours at a time in a day
- Must be able to lift and carry 25lbs over 25 feet over various surfaces
- Must be able to climb a stepladder up to 6 ft. in height

**Interested? Submit a Cover Letter and Resume to:**

Gamini Perera

[bobcats@whichwich.net](mailto:bobcats@whichwich.net)

***Which Wich Superior Sandwiches is an Equal Opportunity Employer and a Drug Free Workplace.***