

## **Marketing Manager**

The Loveless Cafe is currently seeking a seasoned Marketing Manager with supervisory experience and the ability to present proven execution of successful marketing campaigns.

Excellent benefits such as medical, dental, vision, life insurance, supplemental insurances, company matched 401(k)/ROTH, student loan payment assistance, paid parental leave and PTO are available for eligible employees beginning as early as 60 days. Promoting from within the company is encouraged and practiced regularly.

### **Position purpose:**

The Loveless Cafe is seeking a creative, inquisitive, self-motivated problem solver who likes to work with people to support the growth of this historic brand. Candidate must be highly flexible, a multi-tasker, and able to work in a busy, constantly changing environment. This is NOT an entry-level position and the candidate MUST have supervisory/managerial experience.

### **Responsibilities/Duties/Functions/Tasks:**

- Prepare and execute all marketing plans and budgets
- Work with Advertising and PR firm to manage ongoing initiatives; includes event management and media relations
- Manage all web properties, including an ecommerce platform and content sites
- Manage email newsletter program: planning, production, testing and analysis
- Work with Digital Strategist on social media, digital advertising, and blog content
- Oversee the production of promotional material, print and POS materials, and catalog as well as internal team communications
- Stage and take photographs for all areas of the business
- Oversee various vendors and work with other GMs to complete all assigned tasks
- Manage all aspects of the customer experience while protecting and promoting the overall brand messages

### **Skills:**

- Conceptualize creative ways to keep the brand relevant
- Strong writing and editing skills required
- Superior communication skills with strong spelling and grammar
- Highly organized and detail-obsessed
- Strong project management skills with the flexibility to multi-task and set priorities within tight timelines and high expectations

### **Preferences:**

- Reliable and punctual

**Qualifications:**

- Marketing degree or related, with minimum 5 years in a professional leadership role
- Extensive experience in all aspects of developing and maintaining marketing strategies to meet organizational objectives
- Knowledge of a wide range of marketing techniques and concepts
- Experience working with the press and media
- Proficient in computer systems such as Dropbox, Wordpress, and Shopify
- Advanced knowledge and experience in email marketing campaign strategy
- Social Media experience with an understanding of current trends
- Proficient in Adobe Creative Suite: Photoshop, Illustrator, and InDesign

**Special Position Requirements:**

- Excited to work with people every day and always be a brand ambassador
- Immersed in the greater Nashville community
- Ability and willingness to work diverse hours including evenings, weekends and holidays

**Work Requirements:**

- Be able to reach, bend, stoop and frequently lift up to 25 pounds
- Be able to work in a standing position for long periods of time

If interested, please send resume and cover letter to [cora@lovelesscafe.com](mailto:cora@lovelesscafe.com)

No phone calls or drop-in appointments will be accepted. Selected candidates will be contacted for an interview. Looking to hire as soon as the right candidate can be found.

*The Loveless Cafe GP is an equal-opportunity employer and is committed to hiring and maintaining a capable and committed workforce. EOE/M/F/D/V*