



## Marketing - Job description

### Responsibilities:

- Build close relationship with LPQ operations team. Regularly visit the restaurants to ensure brand representation and marketing campaign.
- Represent the marketing team
- Ensure our operational teams are aligned with the brand vision.
- Work with the operations to develop marketing plans to meet specific challenges.
- Communicate marketing calendar and activations to managers.
- Develop retention and loyalty plans to build customer loyalty.
- Implement a calendar to manage content and plan specific, timely marketing campaigns.
- Generate ideas for Marketing campaigns
- Answer to customer feedback on the different websites.

### Social Media

- Promote content through social advertising, drive traffic (Facebook, Instagram)
- Creation of Community management strategies to develop followers and visibility.

### Catering

- Create and Develop a data base to promote our catering offer.
- Create a network with different Event planners.