



Job Description: Manager, Content and Digital

Department: Brand/Marketing
Reports To: Director, Brand Management
FLSA Status: Exempt

GENERAL PURPOSE

Responsible for guiding the strategic direction of customer engagement across multiple platforms and its execution with an objective of strengthening the brand and company reputation.

ESSENTIAL DUTIES

- Social Media Strategy (30%)
 - Plans, manages, and executes social media strategic direction
 - Develop new things to try on social media to position Sonny's BBQ as a leader on social media
 - Review social media analytics to develop strategies and ensure progress toward goals
 - Oversee community management and escalation process
- Content Creation (25%)
 - Strategize to create / curate compelling, on-brand content (written, photo, video) for Sonny's BBQ social, email, and digital channels.
 - Develop paid advertising content that is complimentary to brand messaging
 - Leading production of key brand storytelling content: Pitmaster, Q the Kindness
- CRM (25%)
 - Leading creative strategy and execution of content to supports CRM initiative
 - Distribution of Messaging (Email, SMS)
- Website Maintenance and Management (10%)
 - Project lead on any new website development
 - Content Updates
 - Bug Fixes / Feature Upgrades
- Management of Team Members
 - Cultivate talent and provide leadership, coaching, and career development planning for team members. Ensure productivity is maximized and quality is delivered.
- Performs other duties as required.

Required Knowledge, Skills, and Abilities

- Knowledge of Sonny's Brand and the restaurant industry.
- Knowledge of social media channels, tools, and other technology as it applies to the position.
- Online and social media fluency.
- Knowledge of graphic design concepts.
- Strong interpersonal, teamwork, and communication skills.
- High level of attention to detail.
- Strong problem-solving skills and logical decision making.
- High drive, sense of urgency, and initiative; ability to produce results and accomplish goals in a fast-paced, changing work environment.
- Strong conceptual skills.

- Strong skill in building and maintaining relationships.
- Strong skill in reading, writing, math, analyzing, and interpreting general business documents.
- Strong listening and reasoning skills.
- Strong computer skills, including experience with Microsoft Office programs and CRM.
- Ability to work independently and collaboratively with other departments.
- Ability to prioritize, organize and manage multiple projects with sensitive deadlines and changing environment.
- Must display integrity, strong work ethic, and professional demeanor.
- Must be dependable and reliable.
- Ability to adapt with change and be flexible.
- Must display critical and creative thinking skills.
- Ability to meet the needs of guests and anticipate the needs of others.
- Flexibility to travel to company owned locations and franchise locations, and attend events as required.
- Must have and maintain reliable transportation, a valid driver's license, good driving record, and 100/300 insurance coverage (if driving a personal vehicle).
- Ability to comply with federal, state, and local regulations, and company safety policies.

Required Education and Experience

- Bachelor's Degree in Marketing, Communications, or related field; or any equivalent combination of education, experience, and training that provides the required knowledge, skills, and abilities.
- 3-5 years of direct experience including 2+ years of management experience; or equivalent combination of education and experience.
- Previous experience performing tasks found in the Essential Duties above.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

While performing the duties of this job, the Manager, Content and Digital regularly required to sit, talk, listen and hear. He/she frequently is required to use hands and fingers to handle or feel. This position requires the ability to occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision.

While performing the duties of the job, the Manager, Content and Digital will work in a well-lit, open environment. The work may involve some bending, standing or walking. Job duties are not hazardous or physically strenuous. However, the work sometimes is performed under pressure when the stress of deadlines occurs. The noise level in the work environment is usually moderate.

If working in the restaurants or catering events, the Manager, Content and Digital is regularly required to stand for prolonged periods of time, handle products and tools, paperwork and equipment, and communicate with Guests, Managers, and Team Members, including listening, hearing, and speaking. The position requires continuously bending, reaching, crouching, touching, feeling, tasting, wiping, smelling, and possibly inhaling smoke from a wood-burning cooker. Regular lifting and/or moving up to 20 pounds,

frequently lifting and/or moving up to 35 pounds, and occasionally lifting and/or moving up to 50-75 pounds may be necessary. The Manager, Content and Digital may regularly work with or near moving mechanical parts, cleaning chemicals, may be exposed to wet and/or humid conditions, and may be exposed to temperatures between 0°F and 100°F. If working near food, frequent washing of the hands is required.

Travel in each SFC region may occasionally be necessary in this position; travel in a car is required.

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as a detailed list of all responsibilities. For a full listing of competencies needed to perform the duties of this role, see the Chief Talent Officer.

SFC conducts annual reviews of duties and reserves the right to make changes as business needs dictate.

I have read and acknowledge that I am responsible for the duties within the attached Manager, Content and Digital Job Description:

Signature_____

Print Name_____

Date_____