



Manager, Marketing & PR Communications

This position serves as the brand storyteller, overseeing content development and digital PR/marketing programs to grow, promote and elevate the visibility of the Zaxby's brand. Key responsibilities include content strategy development, social media strategy, PR strategy, best-in-class implementation, day-to-day execution, staff management and agency management.

ESSENTIAL JOB FUNCTIONS

- Develop, implement and manage Zaxby's content marketing strategy, collaborating with stakeholders to determine scope, messaging, channel mix, etc.
- Oversee guest facing communications including social media and PR channels
- Manage Zaxby's public relations strategies, campaigns, and programs
- Manage brand and national promotions calendar for digital channels
- Cultivate and manage strategic partnerships/sponsorships
- Serve as primary communication liaison externally and internally within the marketing department and across the Zaxby's organization
- Partner with PR agency to develop strategies, write press releases and ensure alignment with the brand's strategic direction, goals, and objectives.
- Responsible for consistency and alignment between Zaxby's brand and local store messaging across all digital channels
- Assist with developing and upholding brand standards, especially voice/tone style guides
- Serve as consultant on consumer-facing communications and collateral to ensure consistent messaging, targeting, and alignment with brand strategy
- Writes, and edits content for various platforms (press releases, social media, emails, quarterly updates, etc.)
- Day-to-day management of support staff (agency and internal)
- Implement tools and track KPIs to monitor and measure digital media effectiveness (driving store/online traffic), consumer engagement, and sentiment across media channels

Qualifications:

- Excellent written and verbal communication skills in a variety of formats, to varied audiences
- Advanced understanding of and passion for marketing communications strategies and channels
- Comfortable working with and developing business relationships with executives and senior leaders, media outlets, Zaxby's licensee community, and consumers
- Proven PR communications experience, preferably at an agency or mid-to-large company
- Experience managing staff, agencies, and vendors on multiple projects at once
- Positive attitude, self-starter, creative, organized, tech-savvy
- Experience with media monitoring tools and analytics
- Working knowledge of design principles

Experience/Education Requirements

- 7+ years developing, managing and implementing strategic communications programs, focusing primarily on PR, digital and social media; agency experience preferred.
- BA or BS degree in Communications, Public Relations, or related field

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