

# THE BIGGBY® COFFEE HOME OFFICE IS HIRING!



## WE'RE LOOKING FOR:

Marketing Director  
Franchise Development Administrator  
Communications Associate

Click on a name to learn more!

• make friends • have fun • B yourself • share great coffee

## WHAT ARE THE BENEFITS OF WORKING AT THE HOME OFFICE?

### Paid Time Off\*

- Up to 17 PTO days per year
- 1 week vacation on your first day
- All standard holidays (and then some)!
- 3 month paid leave of absence (after every 5 years)

Health Care for a very low contributory cost\*

Retirement Plan with employer match

Dog friendly work environment

FREE Coffee at the Home Office Training Center

\*For all full-time positions

Resumes should be sent to [jobs@biggby.com](mailto:jobs@biggby.com).  
Include the job title in the Subject line.

# Marketing Director

## JOB DESCRIPTION

### Description:

BIGGBY® COFFEE seeks a Marketing Director to help tell the story of BIGGBY® to the general public, prospective Franchise Owners, and the existing fanatics of BIGGBY® Nation. This is a highly collaborative position that must influence many people outside their direct supervision.

**Direct Supervisor:** Integrator

### Cultural values & environment:

BIGGBY® COFFEE is committed to supporting people in building a life they love. Our organization is an aspiring *conscious company*. Acceptable candidates will possess a desire to grow and a willingness to share as a professional and individual.

### Our Core Values:

- **Be Better:** We believe in the power of limitless possibilities. The potential for growth lies within the person that can deliver “crazy” ideas, can discover the undiscoverable, and promotes the power of visioning what you cannot yet see. We love to build systems that work and then tear those systems apart because we have conceived that there is a better way that we have not yet found.
- **Consciousness:** To be conscious is to be present, self-aware, and mindful of others. We love you. Yes, unique and special you. And we are only interested in you bringing your complete you with you to work. You don’t need to be emotionally neutral at work (we employ humans, not robots), but we do expect that you have the ability to recognize and manage your emotions rather than allowing them to control you.
- **Courage:** We don’t expect you to be fearless, but we do expect you to challenge what you are afraid of. Do the brave thing, especially when you believe it will lead to the growth of a person or the business.
- **Kick-ass:** Do your work with such enthusiasm, intensity and passion that you leave them saying, “Wow!” Stay focused and give it everything you’ve got. If you are going home both exhausted and exhilarated every day, you are doing it right.

## **Responsibilities:**

The following are the specific areas of responsibility for the Marketing Director:

- Leadership: The Marketing Director is an essential member of the leadership team. The leadership team is responsible for the day-to-day operations of the organization.
- Identity & brand story management: This role is charged with fostering the BIGGBY® COFFEE identity & brand story. It ensures a consistent flow of the brand story throughout the organization.
- Lead generation: The Marketing Director works with business development to attract new franchise owners to the system. This includes the development and management of franchisee lead generation materials, website, and marketing efforts.
- Store marketing policy: This position manages the development and improvement of the policies that guide new market development efforts, store openings, and promotional campaigns. The Marketing Director works with operations to ensure the intended execution and effectiveness.
- Social channels management: Social media channels allow us to easily and effectively communicate with the public. This role helps drive a value-based effort to coordinate the home office, regions and individual store owners.
- Public relations: This position maintains our public relations efforts by ensuring that the exciting news coming from BIGGBY® COFFEE finds its way to local, regional, and national news organization.
- Brand partnerships: This is where synergistic co-branding initiatives are managed.
- Store design policy: This position crafts and implements store design policy that keeps our stores looking fresh. Major design themes are created and rolled out to new and existing stores.

## **Experience:**

- Franchisee or franchisor experience preferred
- Experience in marketing and running a marketing team
- Strong communication skills, comfortable with public speaking
- Proven ability to manage budgets
- High competence in project and stakeholder management
- Ability to analyze data and prepare meaningful reports
- High competence in digital marketing, social media marketing, and content marketing
- Hands on experience with CRM software, project management software, and MS Office Suite

## Requirements:

- Bachelor's degree in business, marketing, communications, or equivalent experience
- Excellent organizational skills
- Systems and processes driven
- Effective time management skills
- Strong copywriting skills
- Attention to detail
- Professional and proactive work ethic
- Excellent interpersonal, written and oral communication skills
- Ability to maintain confidentiality
- Perceiving the nature of sounds at normal speaking levels with or without correction
- The ability to receive detailed information through oral communication
- Exerting up to 20 pounds occasionally and/or up to 10 pounds frequently.
- Close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer screen; extensive reading
- Generally, works in an office environment but travel may be required including evenings and weekends

*BIGGBY® COFFEE loves you for who YOU are. We exist to love people. Including you. Global Orange Development, LLC is an Equal Opportunity Employer. BIGGBY® does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law.*

## JOB DESCRIPTION

### Franchise Development Administrator

Description: The Franchise Development Administrator candidate is goal-oriented, analytical, and self-motivated with skills in communication, organization, and problem solving. This individual will help meet franchise development goals.

Direct Supervisor: Build Sphere Operations Manager

Responsibilities and Duties:

- Communicate with franchise owners, vendors, and other stakeholders and document interactions
- Complete research assignments, create presentations, update systems, and generate reports as directed
- Create, manage, and maintain databases, spreadsheets, and catalogs
- Schedule meetings to accommodate multiple schedules
- Act as a liaison among departments when necessary
- Scanning, filing, typing, and other administrative tasks as needed
- Preparing purchase requisitions, expense reports, and mileage logs
- Other tasks as assigned

Experience:

- Strong communication and problem-solving skills
- A team player with a high level of dedication
- Ability to work with strict deadlines
- Works well within systems and processes
- Ability to analyze data and prepare meaningful reports
- Excellent organizational and multitasking skills
- Understanding of sales performance metrics
- Hands on experience with CRM software, project management software, and MS Office Suite

Requirements:

- The ability to communicate effectively in written and spoken English
- Expressing or exchanging ideas by means of spoken word through public speaking
- Ability to maintain confidentiality
- Perceiving the nature of sounds at normal speaking levels with or without correction
- The ability to receive detailed information through oral communication
- Exerting up to 20 pounds occasionally and/or up to 10 pounds frequently.
- Close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading
- Generally, works in an office environment but travel may be required including evenings and weekends

## JOB DESCRIPTION

### Communications Associate

Location: East Lansing, MI

Salary: \$13.75/hourly

Hours: Tuesday-Saturday 5am-2pm

*Full Time, with benefits!*

#### Description:

The Communications Associate is a highly organized, self-motivated, tech-savvy individual who is dedicated to helping find answers for BIGGBY Nation.

Direct Supervisor: Manager of Store Performance

#### Responsibilities and Duties:

- The go-to for anyone in BIGGBY Nation with a question. They will use in-house resources, documentation, and personnel to help find answers.
- Facilitate conversations between BIGGBY Home Office staff with our franchisees and customers to get answers for them,
- Provide tools for franchisees and customers to make sure that they leave the conversation even bigger BIGGBY fanatics!
- Respond to customer feedback
- Manage record of communication between the Home Office and BIGGBY Nation.
- Generate reports based on the data provided by these communications.
- Build our knowledge base by documenting answers and solutions.
- Other duties as assigned

#### Experience:

- Must have experience working with Microsoft programs.
- Experience in database management is a plus.
- Strong organizational skills.
- Strong telephone and written communication skills.

#### Requirements:

- This position requires the ability to communicate effectively in written and spoken English.
- Expressing or exchanging ideas by means of spoken word.
- Exerting up to 20 pounds occasionally and/or up to 10 pounds frequently.
- Close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading.
- Comfortable working in an office environment.