

MARKETING & OUTREACH MANAGER



Job Title: Benny's Diner Marketing and Outreach Manager

Reports to: Benny's Diner Director Team

Job Purpose:

Benny's Diner is the newest student-run business in Penn Student Agencies. In addition to diner style dining, Benny's Diner will offer enthusiastic service, and quality products in a convenient location. It will be built into a go-to spot for students on campus looking to feel a little bit of homestyle comfort. The Marketing & Outreach Manager will be responsible for creating connections with student groups, external corporations and partnerships, and will serve as the liaison to the student population. They will be responsible for customer relations and market analysis. In addition, they will be responsible for all marketing initiatives and merchandising.

Duties & Responsibilities:

- Actively and regularly post and engage on our social media channels by designing marketing campaigns and promotions
- Meet with the Executive Director regularly to discuss goals and campaign ideas
- Address and resolve online customer relations inquiries
- Conduct market analysis on a recurring basis, and present findings to the Benny's Diner Director team
- Designing and implementing marketing initiatives
- Merchandising: designing products and services as appropriate
- Reach out to Penn departments and student groups to expand offerings and events.

Attendance Requirements:

- Monthly hour-long agency meetings (determined by employee availability)
- On-time to scheduled shifts
- Minimum 50% of PSA GBMs (2 of 4 per semester)

Preferred Experience & Skills:

- Experience working in food service is not required, but a plus.
- Must be reliable, have a strong work ethic, and enjoy interacting with customers.

Acquired Experience & Skills:

- **Teamwork:** developed through the opportunity to work with various personalities to provide good service for our customer base, especially during rushes.
- **Time Management:** gained through learning how to accomplish academic and work responsibilities in a timely and organized manner for the duration of your employment, to the best of your ability
- **Trend Analysis:** See what is popular and effective in media and apply it to our current channels
- **Social Media Planning:** Use of interfaces like Later to optimize postings

And much more!

Wage: \$10.00 per hour depending on experience.

Hours: 12-15 hours per week