

401(k)

Health insurance

Paid time off

Employee discount

Vision insurance

Health savings account

Dental insurance

Life insurance

What's your day like?

As the Full-Time Marketing Manager at CC's Coffee House in Baton Rouge, you will lead the charge in crafting and executing innovative Limited-Time Offer (LTO) marketing campaigns that resonate with our customers. You'll be responsible for planning, managing, and optimizing campaigns across both digital and physical channels, ensuring they align with our brand standards and business goals. Your role involves guiding a high-performance marketing team, where you'll coach and collaborate to enhance productivity and creativity.

You will also oversee paid media strategies and email marketing while developing engaging social media content that captures our brand's voice. With a strong focus on analytics, you'll track campaign performance and translate insights into actionable recommendations. Additionally, you'll play a key role in employer branding initiatives, showcasing CC's Coffee House as the employer of choice.

This position invites you to be the heart of our marketing efforts, driving engagement and enhancing our brand's presence in the community.

What matters most:

To thrive as the Full-Time Marketing Manager at CC's Coffee House, you'll need a unique blend of skills and experience. Strong communication skills, both written and verbal, are crucial for conveying your innovative ideas and collaborating effectively with your team and external partners. Proven project management abilities will ensure that you can juggle multiple campaigns while staying organized and on track.

A background in managing agencies or external marketing partners will give you an edge, and proficiency in Adobe Creative Suite or comparable design tools will help you create captivating content. A data-driven mindset is essential, as you'll need to interpret performance metrics and reports to refine strategies. Finally, your ability to follow detailed instructions and a proactive approach to leadership will help you guide and motivate your marketing team toward success.

REQUIREMENTS

Must possess and maintain a valid driver's license. (Must maintain appropriate personal automobile insurance when driving for company related business).

Strong communication skills both written and verbal.

Proven project management organizational and time-management abilities.

Experience managing agencies or external marketing partners.

Proficiency with Adobe Creative Suite or comparable design tools.

Data-driven mindset with ability to interpret performance metrics and reports.

Ability to follow detailed written and verbal instructions.

Bachelor's degree in Marketing, Communications, Business, or a related field

Prior experience in multi-unit retail hospitality or consumer-facing brands strongly preferred.

Demonstrated experience leading or managing marketing team members.

Ability to attend in-store or off-site marketing activities as needed.

Hello, we're CC's Coffee House

Since our inception in 1995, CC's Coffee House has remained one of the greatest places to work in every neighborhood we serve. Our mission to serve everyone better than anyone else is a guiding principle that applies to our guests as well as one another.

Join CC's Coffee House in the vibrant city of Baton Rouge, where creativity meets caffeine! As our Full-Time Marketing Manager, you'll have the exhilarating opportunity to shape our brand narrative and connect with coffee lovers across the region. Dive into the dynamic world of marketing strategy with a team that thrives on passion and excellence.

Every day brings fresh challenges and the chance to innovate, all while working onsite in an environment buzzing with energy and professionalism. You'll be at the heart of a customer-centric culture, crafting campaigns that captivate and inspire our community. If you're ready to take your marketing skills to the next level, this could be your dream role!

You will have benefits such as Medical, Dental, Vision, 401(k), Life Insurance, Health Savings Account, Competitive Salary, Paid Time Off, Snack/Drink Room, Employee Discounts, and Great Culture. Embrace the excitement of building relationships and elevating the CC's brand to new heights!