

Position: Marketing Coordinator
Location: Eastern Region (Albany, Hudson Valley, Connecticut areas)
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T.L. Cannon Companies (TLCC) is proud to be a franchisee of Applebee's International, Inc., a restaurant chain now consisting of over 1,900 restaurants! We operate 62 Applebee's throughout NY and CT.

We are currently seeking a Marketing Coordinator for our Eastern Region which includes Albany, the Hudson Valley area, and Connecticut. We seek a dynamic person to drive measurable sales results and reinforce Applebee's brand image. This will be achieved through local store marketing plans and maintenance of current programs, maximizing PR and advertising opportunities, facilitating grand opening events and representing the company as needed. This position is also responsible for implementing plans to combat competitive intrusion, as well as conduct research into competitive activities and programs. The ideal candidate must reside in Eastern NY state or CT.

Requirements:

- * 2 or 4 year degree in Marketing, Public Relations, or related field.
- * Minimum of 2 years Marketing/related experience.
- * Flexibility to travel throughout Eastern NY & CT (75% travel required).
- * Proficiency in MS Office, MS Publisher, email & internet use.
- * Exemplary time management and organization skills. Ability to compile and analyze sales trends in marketplace.
- * Top rate interpersonal and communication skills.
- * Ability to work independently and manage a territory.
- * Restaurant experience a plus!

We offer a highly competitive salary and fantastic benefits including a generous auto allowance. Please respond with salary requirements.