**Position:** Marketing Coordinator, Multi-Unit Segments Specialist-Irving Office

**Company:** Chrane Foodservice Solutions, LLC

**Position Reports to:** Kenzie Veal, Vibe Director

**Job Creation Date:** November 2023

**Interview Period:** November 2023 – January 2024

**Start Date:** As soon as available.

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Description automatically generatedWhat is a Chraniac? What’s next for Chrane? Are you the next Chraniac?**

**Reason for the Marketing Coordinator, Multi-Unit Segments Specialist Position:**

Currently Chrane has a need for an additional marketing coordinator. With our continued growth and desire for complete sales support and the highest level of customer service, we are hiring a teammate that offices in our DFW office and will support our manufacturers and outside sales team per the requirements listed below.

**What You Can Expect from Chrane:**

As an integral member of the Chrane family, you can expect from your company:

* Competitive salary, plus annual bonus based on individual and company performance.
* Business related expenses paid (travel, supplies, meals, technology, auto compensation, customer entertainment, etc.). NOTE: Travel for this position will be limited following the training period.
* 401(k) retirement program with matching company contributions
* Medical insurance
* Paid Time Off Policy: 16 working days per year. After 5 years of employment, PTO increases to 21 working days per year. PTO is available after 30 days of employment.
* Clearly defined expectations and corresponding coaching from Chrane’s ownership team
* Support from a talented group of Customer Success, Culinary and Marketing Reps
* Extensive onboarding and ongoing mentoring from Chrane’s Customer Success team, Territory Managers, Marketing, Ownership and Leadership team
* Human resources and accounting support to ensure your benefits, salary, and accounting needs are met.
* Continued opportunities for additional growth and responsibilities, based on a track record of proven successes.

**An Overview of what Chrane is going to Expect from You:**

Embody Chrane’s Core Values:

* + Relationships Built on a Foundation of Trust & Integrity
  + Passionately Driven
  + Collaborative & Solutions Oriented
  + Fun, Authentic & Tribal
  + Sensei & Grasshopper

**Marketing Coordinator, Multi-Unit Segments Specialist:**

* Run Chrane’s Multi-Unit (National Accounts, Emerging Chains, Grocery, & C-Stores and Consultants/Dealers servicing these end-user segments) Marketing Strategy in tandem with the Vibe Director
* Need to truly understand the various segments, dealers and consultants that comprise the Multi-Unit segment (i.e. buyer personas), their pain points, and in turn how each of our manufacturers’ products provide solutions for those pain points
* Manage Chrane’s Multi-Unit Marketing Strategy, Social Media Posts, Market Research, & Email Communications
* Work with Chrane’s Vibe Director and segment-specific branch to develop multi-unit marketing campaigns.
* Marketing Team Lead for Company Communications & The Chrane Website
* Review and provide feedback on all written copies before it’s published or reviewed by the Vibe Director. Manage consistent edits of the Chrane Website, utilizing information from the Non-Commercial & General Market Marketing Coordinators
* Work with Chrane’s Non-Comm Marketing Coordinator, to ensure all social media & video testimonial materials are on point before reviewing with the Vibe Director.
* Work with Chrane’s General Market Marketing Coordinator to ensure all graphic design materials and event information is accounted for before reviewing with the Vibe Director
* Manage the maintenance and updates of [www.chranefs.com](http://www.chranefs.com) ensuring written and visual content is relevant, current, user friendly, and conveys Chrane’s culture.
* Marketing Team Lead for all written copy & website updates.
* Ensure branding is on point & equipment and supplies features, advantages, and benefits information is being communicated effectively by the team of Marketing Coordinators.
* Maintenance of brand standards including Chrane & Manufacturer Logos, Company Colors & Color Pallet, and Fonts
* Co-Management of Chrane Social Media channels (LinkedIn, Instagram, Facebook, & YouTube)
* Manage projects from beginning to end including establishing timelines and budgets for custom content projects.
* Work in tandem with Chrane employees and channel partners to explore content needs and demand generation in digital marketing activities to drive new customer acquisition as well as existing customer growth and support.
* Develop digital content utilizing camera & mic gear and post-production Adobe Creative Cloud software (Illustrator, Premiere Pro, Photoshop, Lightroom, InDesign, & Additional Applications as Needed)
* Work with Chrane’s Chef & Office Manager to host in-person and virtual customer test kitchen experiences, managing audio/visual technology, content creation, curating the vibe, and more.
* Help coordinate all events including live and virtual events including planning, budgeting, execution, and evaluation.
* Coordinate conference/trade show and exhibition events to include pre- and post-marketing initiatives.
* Monitor digital marketing analytics and processes to implement improvements and enhance marketing productivity.
* Ensure all marketing and branding efforts are carried out consistently throughout company offices, including managing and updating ongoing décor, equipment and smallware’s showroom displays for the Houston office, ensuring it reflects Chrane’s culture and Chrane Manufacturers’ most current offerings.
* Work with design & animation editors on additional projects where necessary

**Requirements & Qualifications:**

* Required Education: B.A. in Marketing, Communications, Business, Writing, Journalism, or another related field.
* Required Experience: 3+ years professional writing and communications experience for a company brand, experience conducting market analysis & research, 1+ years’ experience UX Writer, 1+ years professional experience managing social media, designing and video editing utilizing Adobe Creative Cloud platforms & Canva, operating camera gear and mics, small and large event & conference planning, managing projects and content schedule, & working in a marketing/business related environment
* Experience Plus: Background in technical writing/marketing for manufacturing/equipment & supplies, Experience in a foodservice operation, Experience working with chain restaurants, groceries, and/or c-stores.

**Travel Expectations:**

* Some overnight travel will be required, likely not to exceed 3-5 nights per quarter, participating in:
  + Chrane quarterly meetings
  + Trips to Chrane’s manufacturer partners’ facilities for training and education
  + Trips to our DFW or Houston offices to train with teammates as needed.
* The initial 90-day onboarding and training process will be based out of Chrane’s DFW office. The first 90 days of employment will involve heavier travel than normal so be prepared mentally and physically for this demand.

**What to Expect from the Interview Process:**

* Initial Application Process as defined below (Pre-Interview)
* Initial Phone Call Interview with Kenzie Veal (Phase 1)
* Background Check
* In-Person Interview with Kenzie Veal - DFW or Houston Area
* Team Interaction and Activity Component - are you culturally the right fit for Chrane? DFW or Houston area (Phase 2)
* Chrane will cover all travel costs associated with the interview process. Applicants must “pass” each Phase prior to being invited on to the next Phase.

**Applicants, please send the following information to Janie Evans-Troje at jetroje@chranefs.com:**

* Resume
* Digital Marketing Portfolio to include any writing, social media, photo/video, or graphic design work
* Cover letter
* Three professional references
* Complete the employment application found online at: [www.chranefs.com](http://www.chranefs.com)
* Incomplete information sent to Janie Evans-Troje will result in applicants not being considered for employment.

Chrane Foodservice Solutions, LLC is a privately held, equal opportunity employer.  Our Core Values provide the foundation from which we cherish all talents, skills and ideals that portray and make the communities we live and work in better.

**For more information about Chrane Foodservice Solutions, LLC please contact Kenzie Veal (**[**kveal@chranefs.com**](mailto:kveal@chranefs.com)**) or visit** [**www.chranefs.com**](http://www.chranefs.com)**.**