

# THE BIGGBY® COFFEE HOME OFFICE IS HIRING!



## WE'RE LOOKING FOR:

Communications Associate  
Engagement Innovator

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.

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: **Fanatic Factory Assistant Manager**

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.

## JOB DESCRIPTION

### Engagement Innovator

**Salary:** \$31,523-\$34,754

#### **Description:**

The Engagement Innovator is a self-motivated and highly organized individual with acute attention to detail who has the desire to help BIGGBY® Nation continue to grow through Advertising and Marketing. They enjoy data analysis and have the ability to communicate results effectively.

**Direct Supervisor:** Base Assistant Manager

#### **Responsibilities and Duties:**

- **Responsible for working with our Owner/Operators on** marketing plans and marketing questions.
- Responsible for execution and analysis of Email Marketing.
- Be able to execute and monitor Social Media plan as a backup.
- **Assist new stores with creating/executing Grand Opening** Marketing Plans.
- Assist with the planning, communicating, and analyzing of BIGG Days and Impact Initiatives
- Assist with the guerilla marketing suggestions for individual stores within Coffee Seasons
- Update & Create relevant Playbooks and materials as needed.
- **Hold meetings with** Owner/Operators as required.
- Other duties and presentations as they are assigned.

#### **Experience:**

- Positive and direct communication skills are essential.
- **Extensive knowledge of Microsoft Office with an emphasis on Outlook and Excel.**
- **Problem solving**, process improvement and decision making abilities.
- **Strong organizational skills.**
- **Strong telephone and written communication skills.**
- Basic knowledge and understanding of social media is a must.
- Experience with Social Media Ads and marketing strategies is a plus.
- Strong presentation skills in front of large group is a plus.

#### **Requirements:**

- **This position requires the ability to communicate effectively in written and spoken English.**
- **Expressing** or exchanging ideas by means of spoken word.

- **Perceiving the nature of sounds at normal speaking levels with or without correction, and having the ability to receive detailed information through oral communication.**
- **Exerting up to 20 pounds occasionally and/or up to 10 pounds frequently.**
- **Travel is a necessary component of this position. The applicant must have a valid driver's license, the ability to travel from market to market and the minimum personal insurance requirements.**
- **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.**