

America's Food Court is seeking a Marketing & Brand Manager to lead marketing, brand development, and customer experience initiatives across a growing portfolio of nationally licensed and proprietary restaurant brands. This role will serve as the primary marketing lead responsible for digital marketing, content strategy, UX/UI initiatives, and promotional execution while coordinating offshore creative and support teams in the Glen Ellyn office. This is a fully on-site role.

Responsibilities to include but not limited to:

Develop and execute marketing strategies across multiple restaurant brands.

Manage social media, email marketing, digital advertising, promotions, and customer engagement initiatives.

Maintain brand consistency across websites, menus, packaging, signage, advertising, and other customer-facing materials.

Support restaurant openings, menu launches, seasonal promotions, and new concept development.

Coordinate and oversee offshore marketing, design, content creation, and administrative resources.

Develop creative briefs, assign projects, and ensure deliverables are completed accurately and on schedule.

Analyze marketing performance, customer engagement, and campaign effectiveness.

Manage website content and digital assets across multiple brands.

Evaluate and improve customer digital experiences, including websites, online ordering platforms, loyalty programs, and mobile experiences.

Collaborate with developers and designers to improve website usability, conversion rates, and customer engagement.

Create wireframes, mockups, and user experience recommendations for digital initiatives.

Partner with operations and leadership teams to align marketing initiatives with business objectives.

Qualifications

3+ years of marketing, branding, digital marketing, communications, or related experience.

Restaurant, QSR, hospitality, franchise, retail, or consumer-facing marketing experience strongly preferred.

Experience with UX/UI principles, customer journey mapping, wireframing, and conversion optimization.

Experience using Figma or similar UX/UI design tools preferred.

Demonstrated ability to work independently and manage projects with minimal supervision.

Experience collaborating with or coordinating remote and offshore team members.

Strong understanding of digital marketing, social media management, content creation, and brand development.

Experience managing websites and digital customer experiences.

Strong organizational, communication, and project management skills.

Ability to manage multiple projects and deadlines simultaneously.

Preferred Qualifications

Multi-unit restaurant or franchise marketing experience.

Experience with Figma, Adobe Creative Suite, Canva, or similar design tools.

Experience creating wireframes, mockups, and website recommendations.

Animation, motion graphics, and video editing experience.

Experience working with website developers and creative agencies.

Experience managing paid social media and digital advertising campaigns.

What We Offer

Paid Time Off (PTO) in accordance with Company policy.

Direct exposure to executive leadership and strategic decision-making.

Opportunity to help build and grow multiple nationally licensed and proprietary restaurant brands.

Significant opportunity for professional growth and increased responsibility as the organization expands.

Dynamic, entrepreneurial environment where your contributions have a measurable impact.

The approximate starting base range for this position is \$60,000.00-\$80,000.00 annually. Please note that the indicated base salary is provided in good faith estimate for the position at the time of posting. Final compensation may vary based on factors including but not limited to education, experience, knowledge, skills, etc.

Americas Food Court provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.