

Crabby Joe's Head Office Job Posting

CORPORATE TRAINER

Large casual dining chain in need of a Corporate Trainer to provide front-of-house marketing, service and management training to franchise locations. The position involves frequent travel to each of our 30+ locations to introduce new marketing programs, service ideas and management techniques. The Corporate Trainer will liaise with Head Office, Crabby Joe's Agency of Record and Crabby Joe's District Managers - and bring a strong background in corporate training and a well of ideas to build franchisees' business - to implement measurable programs that will ultimately build sales at a store level. The position involves customizing programs to locations showing varied levels of financial success; the successful applicant will be able to inspire results equally from struggling and prospering locations.

Some key results areas:

- Meet regularly with franchisees to upgrade their and their staff's training/qualifications in marketing, service delivery and front-of-house management.
- Liaise with Head Office, Crabby Joe's Agency of Record and Crabby Joe's District Managers to develop programs appropriate for each location's needs.
- Occasionally lead "national" trainings involving all franchisees.
- Implement measurable programs and ongoingly monitor their success at a qualitative (service and customer experience) and quantitative (sales results) level.
- Utilize secret shoppers and other techniques as-needed to ensure uptake of programs.
- Participate in franchisee and manager trainings as-needed to ensure new locations/owners are properly equipped to succeed.
- Monitor online feedback generated through www.crabbyjoes.com and address any service issues.
- Assist franchisees to develop and implement local marketing "plans" and programs in conjunction with Crabby Joe's Agency of Record.

Qualifications

- Demonstrated success as a leader in the areas of marketing, service and management training.
- Strong understanding of and experience within the foodservice environment, preferably at a franchise level.
- Minimum 3 years in the hospitality/foodservice field.
- University or college level education in marketing, hospitality, adult education, management or a relevant field.

The successful applicant will be:

- Quick-thinking, problem-solving, multi-tasking and energetic.
- A sales, service and management expert.
- An expert, efficient communicator, flexible enough to work with various personality types to create results.
- A motivational trainer who can see beyond the “challenges” to develop customized solutions.
- Exceptionally organized and able to self-manage and manage others as-needed to accomplish results.

Email salary expectations and resumes to gparsons@obsidiangroupinc.com

Only qualified candidates will be contacted.