



HARWOOD
INTERNATIONAL

HARWOOD INTERNATIONAL CAREERS

Hospitality Project Coordinator / Marketing Liaison

Summary

Hospitality Project Coordinator / Marketing Liaison is responsible for working with restaurant management, chefs, and leaders of Harwood Hospitality Group and Harwood International. They are responsible for supporting the marketing and revenue goals, assisting with operational organization, and increasing traffic to all concepts in the Harwood Hospitality Group portfolio.

Concepts within the portfolio of Harwood Hospitality Group include:

- Dolce Riviera
- The Grove at Harwood
- Magnolias: Sous Le Pont
- Marie Gabrielle Restaurant & Gardens
- Mercat Bistro
- Happiest Hour
- Saint Ann Restaurant & Bar

Classification

Exempt / Salaried

Reports To

Director of Operations (Harwood Hospitality Group) with a dotted line reporting to Marketing (Harwood International)

Essential Functions

Job Functions

Liaison with Harwood Hospitality Group

- Understand the competitive market place and implement approaches to ensure HHG F&B points of sales and units stay ahead in the marketplace
- Meet with restaurant teams on a weekly and monthly basis to organize specific goals and activities of the HHG portfolio for implementation with HI Marketing
- Carry out daily/weekly activities and events to meet quarterly goals and initiatives as set forth by HI Marketing
- Finalize food and beverage programming with restaurant teams and deliver to HI Marketing for promotional roll-out
- Conduct ongoing food and beverage trend research and lead innovation implementation in-restaurant
- Manage project timelines and production of in-restaurant materials and branding including but not limited to menus, menu covers, to-go bags, napkins, etc.

Liaison with HI Marketing

- Communicate and ensure that HI Marketing has accurate information and full awareness of new and/or changing activities within the HHG portfolio always

- Provide all media and other communications requests to HI Marketing
- Evaluate restaurant sponsorship activities, placement opportunities, and related marketing efforts with HI Marketing
- Traffic all branding and collateral to HI Marketing for review and final approval
- Assist in the execution of short-lead events, marketing efforts or “blitz” campaigns to produce sales
- Collaborate on integrated marketing plans to ensure all objectives and/or initiatives are carried out
- Assist in the preparation, coordination, production, supervision and follow-up of promotions and events to attract customers with HI Marketing

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Competencies

- Communication
- Initiative
- Creativity / Innovation
- Personal Organization
- Planning
- Teamwork
- Results Focus

Supervisory Responsibility

No

Work Environment

This job operates in a clerical, office setting. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Position Type and Expected Hours of Work

This is a full-time position; typical work hours and days are Monday through Friday, 8:30 a.m. to 5:30 p.m. May be some flexibility in hours required.

Required Education & Experience

- Bachelor's degree in Marketing/Communications with 3-5 years' experience within Restaurant or Hospitality industries
- Must have extensive knowledge of computers and document management software, including but not limited to Microsoft Office Suite, Adobe Creative Suite, Squarespace, CRM, Aloha, Humm, OpenTable, Google Drive
- Experience working with cross-functional teams and developing relationships in a fast-paced and highly goal-oriented organization
- Ability to start and complete new and multiple projects in a timely and efficient manner

Preferred Education & Experience

- Active involvement with promotion and event productions and coordination a plus

Please send your resume to nrungruangphol@harwoodinc.com