



FRANCHISE LICENSE COORDINATOR

Based in Richmond, VA

Position Description

JOB DESCRIPTION

The Franchise License Coordinator, serving as a key member of the franchise development team, will assist the company's franchise recruiting efforts by supporting the franchise recruiting team in various franchise license and administrative matters. This person will work closely with the franchise development team to allow the team to focus the vast majority of their time and efforts on working with qualified franchise candidates in the sales pipeline.

Duties

- Coordinate team attendance at various franchise shows and industry trade shows (registration, travel logistics, marketing materials, trade show display, etc.).
- Coordinate all website portal advertising activities in concert with department leadership and the OLB marketing team.
- Execute marketing email campaigns to promote OLB franchise concepts as add-ons to related businesses (i.e, efforts including direct mail, HTML email, phone calls to landscapers, irrigation companies, lawn maintenance companies, etc.).
- Assist in monthly reporting to manage and track the marketing and lead generation plan and budget.
- Responsible for maintaining data integrity in the eMax CRM system and entering candidates referred from franchise brokers and leads generated at industry trade shows.
- Maintain email campaigns in the eMax CRM system.
- Coordinate updating of advertising (web, brochures, webinars, portals, etc.) after annual update of Franchise Disclosure Documents (FDD).
- Serve as point person for mapping software, map open franchise territories, and maintain territory database.
- Responsible for generating sales pipeline and other analytical reports for senior management on a monthly basis.
- Track all territory quantity changes such as sold, resale, expansion, and mutual termination.
- Coordinate legal documents including FDD, Franchise Agreements (FA), and any supporting documents.
- Coordinate information transfer from the eMax CRM system to Naranga upon franchise sale.

Outdoor Living Brands, Inc. | Telephone (804) 353-6999 | (800) 722-4668 | Fax (804) 358-1878
2924 Emerywood Parkway, Suite 101 | Richmond, VA 23294 | www.outdoorlivingbrands.com





CANDIDATE REQUIREMENTS

- Excellent written and verbal communication.
- Strong analytical, problem solving, and time management skills are required.
- Ability to perform business analysis and implement improvements is preferred.
- Self-starter with excellent organizational and time management skills.
- Strong attention to detail.
- Strong multi-tasking capabilities.
- Ability to thrive in a fast-paced, results-oriented environment.
- Ability to maintain a positive and respectful demeanor at all time.
- Ability to work both independently as well as within a team environment.
- Ability to meet deadlines.
- Bachelor's degree in business or related field is required.
- Microsoft Office products knowledge and proficiency is required.
- Experience with social media marketing is strongly preferred.
- Ability for some very modest travel, as deemed necessary, is preferred.

CANDIDATE COMPETENCIES

- *Analytical* - Collects and researches data; designs work flows and procedures.
- *Problem Solving* - Identifies and resolves problems in a timely manner; works well and collaboratively in group problem solving situations.
- *Project Management* - Develops project plans; communicates changes and progress; manages activities efficiently and effectively.
- *Client Service* – Demonstrates exceptional commitment to world class service standards; responds promptly to all candidate/franchisee needs.
- *Oral Communication* - Speaks clearly and persuasively in positive or negative situations.
- *Team Work* - Balances team and individual responsibilities.
- *Quality Management* – Constantly looks for ways to improve and promote quality.
- *Business Acumen* - Understands all business implications of decisions; displays orientation to department goals and profitability in all decisions.
- *Judgment* - Exhibits sound and accurate judgment; includes appropriate people in decision-making processes.

COMPENSATION

- Base salary commensurate with experience.
- Incentive compensation based on team results.
- Corporate benefit package (including applicable medical, dental, disability, retirement, and other employee benefits) on the same terms and conditions as other employees.
- Coverage of any reasonable, approved out-of-pocket business travel expenses incurred during the execution of employment duties.

To apply, contact: Marcia Mead at mmead@outdoorlivingbrands.com

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