

# MOBILE BRAND MANAGER



## DO YOU LOVE EVENTS?

The Mobile Brand Manager is responsible for ensuring that the products, services and product lines for The Cupcake Truck are profitable and resonate with current and potential customers. To do so, this position must continuously monitor marketing trends and keep a close eye on competitive packages and offerings in the marketplace. They also regularly communicate with clients, bakery, senior management, and they oversee a small team of events staff.

The Mobile Brand Manager serves as the point-person for developing, implementing, executing, and operating The Cupcake Truck for sales & marketing initiatives and activities. These initiatives and activities include campaigns (print, web, social media, etc.), large events, corporate sales, and private sales, community events, & location scouting for regular route sales.

The Mobile Brand Manager is responsible for more than executing sales & marketing campaigns; they are also in charge of managing and developing the department P&L and driving market growth, as well as fleet management. Strong analytical skills, business savvy, flexibility and charisma are all essential in this position.

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