FRANCHISEE MANAGER

Job Ref. No: #JDMPR1098

2023 - 2024

- **Company Name** : Moris Media LLC
- **Designation** : Franchisee Manager
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : Sales & Marketing Department
- **Work Model** : Remote
- **Salary** : Rs 1,50,000 - Rs 2,50,000

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is seeking a **Franchisee Manager** to spearhead our global brand expansion efforts. This role is crucial for **identifying potential franchisees**, explaining our franchise module, and demonstrating our upcoming SaaS product. Your primary role involves thorough understanding of our products, effectively communicating the terms and conditions of our franchise agreement, and providing constant support to our franchisees.

As Franchisee Manager, you will be responsible for overseeing operations across multiple franchise locations, driving business growth, and **achieving revenue targets**. Ensuring compliance with company standards and procedures is a must, along with the recruitment, training, and supervision of franchisees and their teams to deliver our high-quality offerings consistently.

Your role extends to supporting new franchisees, guiding them through the ramp-up Road Map, and ensuring smooth operations. You will act as a liaison, aligning business objectives, leveraging resources, and promoting best practices.

The position also entails **developing strategic marketing** plans and budgets for franchise businesses, documenting all interactions, and utilizing tracking tools to identify trends and make informed recommendations. You will also oversee the successful rollout and integration of company-wide programs and initiatives, aligning communications with franchisees to meet brand goals and targets.

If you are a positive, **dynamic individual who enjoys networking** and has an eye for business opportunities, then we would like to hear from you. Your strategic insight and managerial skills can help us scale new heights and expand our footprint worldwide.

Primary Responsibilities

Sales Strategy and Planning:

- Analyze market trends, competitor activities, and customer needs to identify new business opportunities.

Franchise Operations Management:

  - Oversee day-to-day operations of all franchise locations to ensure they run efficiently and smoothly.
  - Monitor key performance indicators (KPIs) and implement strategies to optimize operational performance and profitability.

Compliance and Standards:

  - Ensure all franchise locations adhere to company policies, procedures, and standards to maintain brand consistency.
  - Conduct regular audits to assess compliance with operational guidelines and identify areas for improvement.

Training and Development:

- Develop and implement training programs for franchisees and their staff to ensure they understand company processes and uphold quality standards.
- Provide ongoing support and guidance to franchisees, assisting them in addressing challenges and maximizing their potential.

Financial Management:

- Monitor financial performance of each franchise location, analyze financial reports, and assist franchisees in budgeting and financial planning.
- Implement strategies to enhance revenue generation and cost efficiency.

Marketing and Promotions:

- Collaborate with the marketing team to develop and execute effective marketing strategies that drive customer traffic and increase brand visibility.
- Ensure consistent implementation of marketing campaigns across all franchise locations.

Customer Service and Satisfaction:

- Maintain a strong focus on customer satisfaction and experience, encouraging franchisees to prioritize exceptional service.
- Address customer feedback and complaints promptly to resolve issues and maintain positive relationships.

Inventory Management:

- Oversee inventory control processes, ensuring that franchise locations maintain adequate stock levels and minimize waste or shrinkage.
- Assist in negotiating favorable terms with suppliers and vendors to optimize inventory costs.

Legal and Regulatory Compliance:

- Stay up-to-date with relevant laws, regulations, and licensing requirements for franchise operations.
- Ensure that all franchise locations are compliant with legal and regulatory obligations.

Performance Evaluation and Reporting:

- Conduct regular performance evaluations of franchise locations and provide constructive feedback to franchisees.
- Generate reports on individual and collective franchise performance for senior management.

Expansion and Growth:

- Identify potential areas for franchise expansion and work with the business development team to evaluate and execute growth opportunities.
- Assist in the recruitment and selection process for new franchisees.

Crisis Management:

- Develop and implement crisis management plans to handle emergencies or unexpected situations affecting franchise locations.
- Provide support and guidance to franchisees during challenging times.

Communication and Collaboration:

- Foster open and effective communication between the franchisor, franchisees, and various departments within the organization.
- Collaborate with other franchise managers to share best practices and drive collective success.

Required Skills

Leadership Skills: The ability to motivate and guide franchisees towards success, provide constructive feedback, and foster a culture of growth and improvement.

Strategic Planning: Developing, executing, and adjusting business strategies to optimize franchise performance and growth.

Networking Skills: Ability to build strong relationships with franchisees, prospective franchisees, vendors, and industry professionals.

Sales and Marketing Skills: Ability to drive brand awareness, meet sales targets, and use various marketing strategies to attract new franchisees.

Negotiation Skills: The ability to negotiate terms of franchise agreements to ensure a mutually beneficial relationship between franchisor and franchisee.

Analytical Skills: Capability to analyze data and metrics to monitor performance, identify trends, and inform strategic decisions.

Financial Acumen: Ability to understand and interpret financial reports and advise franchisees on financial management and profitability.

Communication Skills: Exceptional verbal and written communication skills to clearly and effectively communicate with diverse audiences.

Customer Service Orientation: Understanding of customer service principles and the ability to ensure these are implemented across all franchise locations.

Problem-Solving Skills: Ability to troubleshoot issues, mediate conflicts, and implement solutions in a timely and effective manner.

Project Management Skills: Capability to plan and oversee projects, meet deadlines, and achieve goals.

Interpersonal Skills: Building positive relationships with franchisees, employees, and stakeholders.

Adaptability: Being open to change and able to pivot strategies and plans based on changing market trends or business needs.

Time Management: Prioritizing tasks and managing time effectively to meet deadlines and objectives.

Tech Savviness: Comfort with using digital tools, CRM software, and data analytics platforms to streamline operations and decision-making.

Cultural Awareness: If working with international franchises, sensitivity to different cultural norms and business practices is crucial.

Qualifications & Experience

QUALIFICATION:

- **Educational Background**: Bachelor's degree in Business Administration, Marketing, or a related field. An MBA or relevant master's degree would be an advantage.
- **Industry Experience**: Minimum of 3-5 years of experience in franchise development, business development, or a similar role. Experience in the specific industry of the franchisor can also be beneficial.
- **Knowledge of Franchise Law**: An understanding of franchise regulations and legalities, especially if operating in multiple jurisdictions or countries.
- **Sales and Marketing Skills**: Proven track record of achieving sales targets and experience in marketing to drive brand awareness.
- **Strong Networking Abilities**: Ability to identify, engage, and nurture relationships with potential franchisees.
- **Training and Support Skills**: Experience in training new franchisees and providing ongoing support to ensure their success.
- **Operational Knowledge**: Understanding of the operational needs and challenges of franchises.
- **Financial Acumen**: Ability to review and understand financial statements and advise franchisees on profitability and cost management.
- **Communication Skills**: Exceptional written and verbal communication skills, with the ability to clearly convey complex information and influence stakeholders.
- **Negotiation Skills**: Ability to negotiate terms of franchise agreements that benefit both the franchisor and franchisee.
- **Analytical Skills**: Capacity to use data and analytics tools to monitor franchisee performance, identify trends, and suggest areas for improvement.
- **Problem-Solving Ability**: Capability to identify and resolve conflicts or challenges that arise between the franchisor and franchisees or within the franchise network.
- **Cultural Awareness**: If working in a global role, understanding and respect for different cultures and business practices.
- **Tech-Savviness**: Familiarity with modern software tools, SaaS platforms, and the digital landscape to effectively communicate with and support franchisees.
- **Travel**: Willingness and ability to travel frequently, as the role may require visiting potential or existing franchise locations.

- **Continual Learning**: Commitment to staying updated with industry trends, franchise best practices, and emerging technologies.

MANDATORY REQUISITES:

- Moris works in a Hybrid mode and hence this work-from-home job will require:
- Laptop/desktop with upgraded configurations
- High-speed internet connection for seamless navigation.
- Excellent oral and written communication skills.
- Must have Telephonic Skills as the position requires a considerable amount of work on the phone with clients.
- Must have excellent Management skills and be willing to work under pressure and on a targeted basis.
- Should be patient, career-oriented and diplomatic.

SALARY

Salary is negotiable depending on the overall Profile, Experience/ Personality, and skills.

JOB LOCATION

Moris works in a **Hybrid mode** and facilitates our employees to work **from home** or anywhere during productive hours based on their geography to ensure maximum performance and productivity while functioning as a **virtual team.** The employee will be reimbursed if any traveling is required on behalf of the company.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

Career Opportunities Across Borders

INDIA
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