**JOB DESCRIPTION**

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**POSITION TITLE:** Franchise Sales Manager

**DEPARTMENT:** Franchise Development

**REPORTS TO:** VP, Franchise Development

**ABOUT SECOND CUP**

Founded in 1975, The Second Cup Ltd. is a Canadian specialty coffee retailer operating over 325 franchised and company owned cafes. The Company’s vision is to be the coffee brand most passionately committed to quality and innovation. The new coffee franchisor concept opened December 2014 and celebrates the reimaging of an iconic Canadian brand. Committed to our coffee passion and core values of superior quality, optimism, collaboration, creativity and community, this unique coffee franchisor marks a new beginning brand focus on the individual customer experience.

Our employees enjoy a dynamic, fast paced, entrepreneurial work environment, and appreciate the honor and challenge of working for Canada’s largest specialty coffee franchisor.   We are looking for new team members who are as highly motivated and deeply passionate about Second Cup’s future as we are.  Join an inspiring and world class team and take advantage of this rare opportunity to be involved in the success of Second Cup’s new transformation!

For more information, please visit [www.secondcup.com](http://www.secondcup.com/)  or find the company on Facebook, Twitter and Instagram.

**POSITION SUMMARY**

* Source & vet and place highly qualified candidates for new and existing Cafés.
* Utilize recruiting tools, marketing and industry contacts to build pipeline of qualified candidates in target markets.
* Manage the lead flow of prospect franchise candidates – including pre-screening and initial interviews
* Liaison with all necessary departments and Franchise Partners during the sales, disclosure and franchise agreement processes.
* Collect necessary legal documents from Franchise Partners and provide instructions to Legal for the preparation of agreements.
* Maintain lead generation computer system
* Coordinate and attend franchise and other industry tradeshows and provide presentations to franchise candidates.
* Coordinate franchise advertising and lead generation activities, including social media strategy.
* Keep current and updated on relevant Canadian disclosure laws and other industry news.
* Other duties and tasks that may be required from time to time.

**KNOWLEDGE AND EXPERIENCE**

* Minimum of 3 years relevant experience in a marketing or sales/recruiting role preferably in the franchise industry.
* Strong people and communication skills
* Strong written & verbal skills
* Organized with the ability to work independently
* Motivated and positive team player
* Understands the dynamics of running a business
* Efficient in Outlook and Microsoft Office
* A solid and proven track record of closing deals
* Must be able to travel across Canada
* Bilingual an asset

**PERSONAL CHARACTERISTICS AND COMPETENCIES**

* Attention to detail and work well under high pressure situations.
* Outgoing and personable, enjoys new challenges and learning experiences.
* Excellent interpersonal skills and enjoy working in Customer Service.
* Knowledge of various computer programs: Word, Excel, Powerpoint, Outlook, AS400, and other CRM sites.

**ADDITIONAL INFORMATION (E.G. Working Conditions, Job Dimensions)**

* Based at Coffee Central in Mississauga.
* Full time and must be able to periodically work evenings and weekends
* Prepared to travel 30%-40%
* Available for any opportunities to be cross trained in different aspect of positions to improve productivity and task handling.

"Second Cup celebrates diversity in our workforce. We encourage different perspectives and a working environment that is supportive of all our people – where every employee has the opportunity to realize his or her potential to the fullest. We gladly provide accommodations to any candidate with a disability taking part in the selection process upon request.”