



**Marketing Services Manager
Beverage Activation
IMI Agency**

IMI Agency is an award-winning beverage marketing and consulting agency servicing chain hospitality operators and beverage suppliers for 20+ years.

Experience/Competencies

- Significant accomplishments in ideating, developing and activating consumer promotions (preferably food and beverage; hospitality)
- 6-8 years collaborating with designers, creative and client services/account management teams
- Track record of successful market programming with identified results
- Highly creative with strong interpersonal skills
- Above average presentation and client engagement skills
- Demonstrated acumen in departmental P&L responsibilities

Responsibilities

- Internal resource for IMI Account Managers in ideating, developing, leading creative and delivering program activation for IMI's current hospitality client roster
- External resource for beverage suppliers in need of programming ideation, creative direction and program activation for chain hospitality clients...both IMI's current clients as well as non-clients
- Advisor to IMI's Creative Services Department in ideation, building creative messaging and concepts, facilitating creative communication with clients and ensuring well-rounded activation components

Measurements

- Revenue and profit generation on current IMI client business and new business development through programming excellence
- Notoriety within the chain hospitality for excellence and innovation, client relationship development and participation in industry conferences

Compensation

- Commensurate with experience and accomplishments

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