

unsukáy

RESTAURANTS



COMMUNICATIONS MANAGER

Job Type: Full-time, In-person
Salary: Commensurate with Experience
Benefits: Health Insurance, PTO, 401k

Unsukay Restaurants is a family of beloved concepts in the Atlanta area (Muss & Turner's, Local Three, MTH Pizza, Roshambo, Warhorse, Seahorse, and Unsukay Events & Catering) known for exceptional food, strong culture, and genuine hospitality. Our purpose is to make people feel good and our community a better place.

We're looking for a Communications Manager to help us tell our story, engage our guests, and drive growth across all concepts.

SUMMARY

The Communications Manager at Unsukay is primarily responsible for the sourcing and execution of planned, at-will, and as-needed communications both internally and externally. The role works collaboratively with the Unsukay partners + management teams to conceptualize campaigns that will engage the community, promote long-term growth, support business objectives, increase sales, lead new customer acquisition, foster customer retention, and strengthen recognition of our brands. This person is the curator of messages from the company as a whole and the respective restaurants as individual 'voices'.

DUTIES + RESPONSIBILITIES

MARKETING STRATEGY

- Create, maintain, and manage annual marketing calendars and communications schedules to ensure timely execution of initiatives across all brands
- Maintain a consistent communications rhythm across all concepts, including weekly email campaigns, seasonal updates, and major announcements
- Work directly with Unsukay partners, GMs + CdCs to develop and execute marketing initiatives and campaigns with brand-specific goals
- Attend weekly restaurant and leadership meetings to gather marketing priorities, support new initiatives, and maintain alignment across all concepts
- Develop and execute integrated marketing communications campaigns positioning Unsukay brands as iconic Atlanta dining destinations
- Develop digital and traditional communications tactics to support campaigns and drive awareness of annual marketing initiatives, new products/menus, sponsorships/partnerships, events and major announcements
- Support catering and group dining marketing initiatives across brands

EMAIL MARKETING

- Write, format, proofread, and send weekly email campaigns via Mailchimp for all concepts
- Develop and implement strategies to grow public concept mailing lists and increase subscriber engagement
- Segment and manage targeted email lists
- Track and report on email engagement metrics (open rates, click-throughs, conversions)
- Support limited SMS marketing efforts for Warhorse member communications

WEB MANAGEMENT

- Manage/oversee all company websites via WordPress & Squarespace
- Basic web admin updates: menus, hours, promotions, bios, event calendars
- Ensure all online menus, links, reservation platforms, and digital listings stay current
- Manage relationship with web design/development firm

SOCIAL MEDIA CURATION + MANAGEMENT

- Own and manage the master social media calendar across all Unsukay brands, aligning posts with email marketing campaigns, promotions, and restaurant initiatives
- Draft, proof, schedule, and post social media content across platforms, aiming for 2–4 posts per week per restaurant
- Maintain brand standards, voice, and visual consistency in all public-facing social content
- Work with the teams at each concept to capture and curate onsite visual content as needed for menu launches and team highlights

MARKETING COLLATERAL

- Create and/or delegate creation of physical and digital marketing materials for current and ongoing campaigns
- Assist with delivery + distribution of marketing materials to restaurants
- Assist with menu proofing, editing, formatting, designing and uploading, as needed

ADMIN

- Manage weekly marketing agendas
- Oversee marketing calendar to ensure accountability of annual programs
- Manage Google Business accounts
- Manage Google Drive asset library + Canva files
- Manage relationships with third-party partners such as PR agencies, branding firms, or marketing consultants as needed

SKILLS

- Outstanding writing, editing, and proofreading ability, with a strong command of brand voice, grammar, and tone across multiple platforms
- Ability to set realistic deadlines, manage project timelines, and deliver consistently without needing heavy oversight
- Excellent computer skills and ability to pick up on new tools quickly
- Strong project management skills
- Strong attention to detail with the ability to multitask
- Achievement and outcome-oriented
- Must be a self-starter, with strong planning and organizational skills
- Demonstrates strong work ethic and integrity
- Strong problem-solving ability, including metrics-driven thinking
- Commitment to quality and excellence

QUALIFICATIONS

- Proven ability to write effective, brand-aligned marketing communications, including email campaigns, web content, and promotional materials
- 2+ years of hands-on experience with Mailchimp or similar communication platform
- 2+ years of hands-on experience in website design and maintenance
- Working knowledge of social media platforms
- Intermediate graphic design experience
- A creative eye with intermediate photography skills
- Ability to discuss strategy and understand business objectives
- Capacity to handle many responsibilities and deadlines across multiple brands

PERSONAL CHARACTERISTICS

Must embody, embrace and be a role model of our company values:

- **Personal Responsibility** - Each person is responsible for their choices, actions and attitude.
- **Love** - We love people. Our passion for caring and connection is the life-blood of our business.
- **Profitability** - Profitability allows us to re-invest in our restaurants, give back and create opportunities for growth.
- **Kaizen** - (Continuous Improvement) - We are always striving to do and be better.
- **Contribution** - We endeavor to give our best at all times and have a positive impact on those around us.
- **Integrity** - We believe in doing the right thing even when no one is watching, making good on your commitments, and living up to your ideals.
- **Authenticity** - Walk your talk and be true to who you say you are. Be real.
- **Harmony** - We value the harmony that is created by everyone doing their part, working together and maintaining balance in life.
- **Quality** - We value the process, time and effort needed to be great.
- **Excellence** - We do our best all the time at whatever we take on. We do not accept mediocrity, apathy or complacency. We are here to win.