



QuickChek Corporation Job Description

Job Title: Summer Sub Days Campaign Influencer

Department: N/A

Leader: Eric Rush, Digital Marketing & Advertising Manager

Status: Temporary

Location: QuickChek Support Center

Job Summary:

The Summer Sub Days Campaign Influencer is responsible for acting as a brand ambassador and social media influencer to increase sales and social awareness of our Summer Sub Days campaign through the use of user-generated content on Instagram.

The Digital Marketing & Advertising Manager will provide a content calendar to inform the Influencer what the product focus, talking points, and basket increase items will be for each week. For example: Week 1 (5/20 – 5/26) post will be focused on the Classic Italian Sub and must include a 20oz Pepsi in the image with appropriate hashtags.

Influencers will be broken down into two groups for alternating content calendars to ensure the message is spread across groups and categories.

Status:

- Temporary position in addition to current Team Member role
- Reports to Eric Rush
- No Direct Reports

Responsibilities/Requirements:

1. Must be following QuickChek on Instagram and allow QuickChek to follow back
2. Must have a cell phone with reliable access to Instagram for entirety of program
3. Must have 1,000+ Instagram followers
4. Cannot have politically incorrect or brand-damaging posts with content including:
 - a. Cursing
 - b. Political
 - c. Nudity
 - d. Competitor products
 - e. Anti-QuickChek posts
 - f. Negative comments about Team Members
 - g. Other potentially damaging content as decided by the Digital Marketing & Advertising Manager



5. Must be currently active on Instagram with a strong understanding of currently trending content (#hashtags, photo styles, use of stories, adding gifs, posting polls, engaging content)
6. Able to provide cell phone number and e-mail address to Digital Marketing & Advertising Manager for texting/distributing content plans
7. Must be a current QuickChek Team Member – store or Support Center
8. Must have approval from current leader

Compensation/Incentives:

1. At the completion of the Summer Sub Days Campaign, the Influencer will be compensated wages in the 9/9/2019 pay period.
2. The Influencer will be provided with vendor-funded items (like movie tickets, branded vendor swag, amusement park tickets, production plant tours, etc.) that will be determined at a later date.
3. The Influencer will be provided with \$25 QuickChek Gift Cards to purchase the product(s) for the photos.
4. Top three Influencers per month will be rewarded with a \$50 Visa Gift Card. Top posts will be determined by use of specific hashtag and the number of likes/comments.

If you feel you have the qualifications and are interested in this opportunity, contact Eric Rush at ericrush@qchek.com. Include your store number or Support Center department, your Instagram handle, and your contact information in your e-mail.