

Store Launch and Activations Manager for Jet's Pizza

Jet's America Inc

37501 Mound Road, Sterling Heights, MI 48310

Job details

Job type

- Full-time

Benefits

Pulled from the full job description

- Health insurance
- Retirement plan
- Paid time off
- Vision insurance
- Health savings account
- Dental insurance
- Life insurance

Full job description

POSITION OVERVIEW

The Store Launch & Activation Manager is accountable for the successful execution of new store openings and high-impact, store-level promotional events across the Jet's Pizza system. This role owns performance outcomes—not just coordination—ensuring every opening and activation is executed with operational excellence, strong marketing impact, and clear accountability.

This role is designed to scale Jet's growth by bringing consistency, discipline, and a repeatable playbook to both grand openings and field activations. This role directly impacts early store performance, franchisee confidence, and brand perception in local markets. By owning both store openings and high-impact activations, the Store Launch & Activation Manager ensures Jet's enters every market strong and executes at a consistently high level as the brand scales.

RESPONSIBILITIES

GRAND OPENING OWNERSHIP

- Serve as the single point of accountability for assigned store openings
- Own the full lifecycle: pre-opening planning → opening execution → post-opening ramp (first 30–60 days)
- Build and manage detailed opening timelines with clear milestones and ownership
- Identify risks early and drive resolution across cross-functional teams
- Ensure each store opens on time, on plan, and positioned for strong early performance

FRANCHISEE PARTNERSHIP & COACHING

- Act as the primary coach to franchisees and their teams during openings and activations
- Set clear expectations for operational execution, staffing, and marketing readiness
- Provide direct coaching during critical execution windows (opening week / event day)
- Hold franchisees accountable to timelines, readiness standards, and brand expectations

CROSS-FUNCTIONAL LEADERSHIP

- Align Operations, Marketing, Training, Supply Chain, and IT to ensure full readiness
- Own the integration across functions—no gaps or handoff failures
- Escalate and resolve bottlenecks quickly to protect timelines and performance

OPERATIONAL & MARKETING READINESS

- Validate readiness across:

Staffing and training completion

Product quality and execution standards

Systems and technology functionality

Inventory and supply chain readiness

- Ensure all marketing and local store activation plans are executed correctly
- Confirm stores enter the market with strong awareness and demand generation

FIELD ACTIVATION AND PROMOTIONAL EVENT OWNERSHIP

- Own execution of store-specific promotional events (e.g., \$4.44 promotions, free pizza days)
- Serve as the single point of accountability for event success
- Assess event readiness, feasibility, and expected impact
- Build and execute event plans across:

Operations (staffing, throughput, product quality)

Marketing (local awareness, offer clarity, demand generation)

Execution (line flow, customer experience, brand standards)

- Provide on-site or remote support based on event tier and complexity

PERFORMANCE ACCOUNTIBILITY & SCALABILITY

- Own performance outcomes for both openings and activations, including:

Opening sales and ramp performance (30/60 days)

Event sales lift vs. baseline

Operational execution standards

Customer experience (reviews, NPS)

- Diagnose performance gaps and implement corrective actions quickly
- Continuously refine opening and activation playbooks
- Identify systemic issues and recommend improvements
- Build repeatable processes to support 50+ openings and 30+ activations annually

QUALIFICATIONS

- 3–7+ years in QSR, franchise operations, training, or multi-unit support
- Proven ability to manage complex, cross-functional initiatives
- Strong field leadership presence and ability to influence without authority

- High accountability mindset with bias for action
- Excellent organizational and communication skills
- Willingness to travel (50–75%)
- Ownership mentality (acts like the GM of the opening/event)
- Strong problem-solving and decision-making under pressure
- Franchisee relationship management
- Operational excellence mindset
- Ability to scale through systems and process

OTHER DUTIES

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change at any time with or without notice.

Benefits:

- Dental insurance
- Health insurance
- Health savings account
- Life insurance
- Paid time off
- Retirement plan
- Vision insurance

Work Location: In person