



**TITLE OF JOB: Chief Marketing Officer (CONFIDENTIAL)**

**LOCATION: Southern California**

**POSTED: January 2024**

**SUMMARY:**

A Southern California-based restaurant group is looking for a Chief Marketing Officer. This person will be a trusted advisor to the CEO & President and the entire Senior Leadership Team. The CMO will provide leadership and strategic perspective in driving ongoing growth to meet future needs and direction, creating a vision for the brand's impending growth strategy. The CMO will be critical in leading the creation, execution, and support of relevant brand KPIs to monitor respective performance to the strategic plan. Develops annual and long-range plans monitor actual performance against these plans and recommend actions necessary to accomplish plans. This is a highly visible role within and across the organization and with the ability to make a meaningful and lasting impact on the growth and success of the brand.

**RESPONSIBILITIES:**

- The Chief Marketing Officer is responsible for directing and controlling all activities related to conceptualizing, developing, and implementing marketing strategies, achieving marketing targets, and directing brand positioning.
- Specific responsibilities include business and market development; market research and planning; consumer research; strategic direction for promotion and advertising; coordination with Operations; and directing the day-to-day activities of marketing staff.
- The Chief Marketing Officer is responsible leading the development of a world-class brand vision and capturing the overall definition, direction, and evolution of the Company's brand and brand/culture.
- This individual will lead the Brand Marketing team and all efforts related to (1) the customer experience and journey, (2) consumer insights, (3) digital, social, and audience engagement including influencer marketing, and (4) public relations and communications (both internal and external).
- Responsible for hands-on leadership of all marketing functions within the organization.
- Design, develop, and implement creative brand marketing strategies in a timely manner.
- Develop short- and long-term marketing plans to fuel impending brand growth.
- Listen and respond to the consumer by ensuring that the brand strategy is informed by all relevant consumer insights and communicated to the system.
- Manage the Food & Beverage Department in the development, testing, and rollout of new and revised product recipes for the system including development and implementation of test programs and promotions.

**REQUIREMENTS:**

- Bachelor's degree required.
- Minimum of 7 years' experience driving marketing functions for a high growth restaurant/hospitality brand.
- Broad functional experience in strategic planning and marketing, business and market development, planning, promotions, and advertising campaigns.
- Must have experience managing external creative partners to weave a cohesive experience for guests that achieves company objectives.
- Must have extensive experience driving POP and customer loyalty programs.
- In-depth understanding of media purchasing and strategy with regards to traditional and evolving media channels.
- Must have proven prowess in Online Marketing (SEO, PPC, CPC, Banner Advertising, etc.), GEO marketing and other cutting edge marketing channels and manage Direct Marketing, Public Relations, Advertising, Event Marketing, and Internal Creative Services.
- Must have strong interpersonal skills, maturity, and good judgment and be capable of communicating with a diverse range of individuals at all levels.
- Demonstrated business acumen including setting and managing a budget, negotiating contracts, managing team development, building relationships, and managing non-marketing specific general business components.
- Independent thinker with a high level of integrity and ability to prioritize the most impactful projects.
- Successfully navigated a broad career path within Marketing that should include developing and setting strategy, developing and setting pricing structures, execution of marketing functions, and public relations.



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- Adept at building relationships across the enterprise, communicating and delivering the Marketing strategy and message.

**FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:**

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