



TITLE OF JOB: Director of Marketing, Casual Dining Division

LOCATION: Remote in Atlanta area or Florida

POSTED: April 2024

SUMMARY:

A leading global restaurant franchising company, that strategically acquires, markets, and develops fast-casual, quick-service, casual dining, and polished casual dining concepts around the world, is in search of a Director of Marketing for a group of their casual brands. The Company currently owns 18 restaurant brands, and franchises over 2,300 units worldwide. The Casual Dining Division spans over 75 locations across four brands. The Director of Marketing, Casual Dining Division reports to the Chief Marketing Officer.

RESPONSIBILITIES:

- Utilize consumer research and insights to develop marketing plans, promotions and programs that increase average check, transaction counts and in turn, same store sales, with a keen eye on profitability.
- Create, present, and implement an annual marketing calendar, with focus on event marketing around sports bar occasions.
- Oversee Marketing Support Fund budgets with regular tracking to review spend/results and DMA level allocation of media spend.
- Direct ad agency to optimize advertising and media channels to bring in new guests and increase frequency of existing guests.
- Work collaboratively with shared marketing services (partnership marketing, creative, social, digital, local store marketing and public relations teams) to develop cost-effective marketing programs that drive business results.
- Work closely with operations and franchisees to ensure alignment and engagement of marketing programs and initiatives.
- Manage and build out a high performing marketing team as franchisee/business needs demand.
- Ensure marketing efforts are compliant with federal and state laws (including nutritional/menu), franchising laws, franchise agreement, and FDD, working with legal regarding any risk mitigation needs.
- Accountable for SG&A, ensuring corporate expenses are below budgeted levels.

REQUIREMENTS:

- Required: Bachelor's Degree
- Required Experience: 7+ Years in Restaurant Marketing, Sports Bar Experience Preferred
- Franchise System Experience Required, Sports Marketing Experience is a Plus
- Ability to Navigate Multiple Stakeholders and Cross-Functional Departments
- Expertise in Market-Driven Research/Data Analysis to Make Business Decisions.
- Proficiency in Microsoft Word, Excel, Outlook, PowerPoint

SALARY & BENEFITS:

Further details to be discussed, full benefits and bonus.

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

Name: Ray Kelley

Direct: (828) 318-9010

E-mail: ray@wraysearch.com



W R A Y EXECUTIVE SEARCH

Wray Executive Search shall provide equal employment opportunity to all qualified candidates, and will refer candidates without regard to race, color, religion, national origin, sex, age, disability, veteran candidates without regard to race, color, religion, national origin, sex, age, disability, veteran status or any other legally protected basis. Wray Executive Search shall comply with all applicable laws, rules and regulations in the performance of duties pursuant to this Agreement, including but not limited to, Title VII of the Civil Rights Act, the Age Discrimination in Employment Act, the Americans with Disabilities Act, and state and local anti-discrimination laws to the extent applicable.