



TITLE OF JOB: Chief Marketing Officer

LOCATION: Southeast

POSTED: September 2021

SUMMARY:

Exciting, growing restaurant hospitality brand is seeking an exceptional marketing professional to be a leadership partner. 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.

The Chief Marketing Officer is responsible for creating a world-class brand vision and providing 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).

RESPONSIBILITIES:

- Developing and executing marketing and media plans to increase sales and traffic.
- Ability to manage both short and long-term strategies and respond quickly to changes in the marketplace.
- Creating and executing on a digital marketing and media strategy to represent the concept and ensure all properties fit the brand's story and DNA.
- Ensuring the effective marketing of new store openings and the continued transformation of the brand's image and DNA.
- Demonstrating a clear understanding of the brands' strengths and ability to maximize and exploit competitive brand differentiation.
- Serving as the brand ambassador and thought leader around marketing strategy and market penetration.
- Working cross-functionally to manage consistent execution and ensure adherence to marketing calendar to ensure constant rollout of initiatives and monitoring of results and impacts.
- Ability to forge strong cross-partner relationships to achieve key business outcomes relating to sales, guest traffic, check average, margin, etc.
- Ability to deliver critical brand measures (awareness, trial, and repeat sales and real sales growth) and deliver marketing programs to achieve sales goals for both existing and new restaurants.
- Development, management, leadership and mentoring of a best-in-class marketing team.
- Leading selection process and managing marketing vendors and partners.
- Ensuring all marketing communications are consistent with the Company's culture, support business and marketing plan objectives, and act as an effective use of resources.



- Driving promotional marketing strategies, developing targeted campaigns and activations, and one-to-one marketing efforts.

REQUIREMENTS:

- Minimum 7 years' experience with a demonstrated track record of accomplishments in marketing restaurant companies.
- Must have extensive experience driving POP and customer loyalty programs.
- Must have proven prowess in Online Marketing (SEO, PPC, CPC, Banner Advertising, Geofencing, Geotargeting, etc.) 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.
- Broad functional experience in strategic planning and marketing, business and market development, planning, promotions and advertising campaigns.
- Demonstrated business acumen including budgeting and analytical skills.
- Independent thinker with a high level of integrity.
- 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.
- Adept at building relationships across the enterprise, communicating and delivering the Marketing strategy and message.

COMPENSATION:

Total compensation and incentives will be commensurate with experience and will include a base salary, annual bonus incentive and appropriate executive perquisites.

EDUCATION:

BA Marketing or related required. MBA or advanced degree preferred.

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

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