



TITLE OF JOB: Director of Marketing

LOCATION: Michigan

POSTED: May 2019

SUMMARY:

The Director of Marketing is responsible for setting the strategic marketing direction for the brand by developing a fully aligned plan that supports the company's vision and mission. The Director of Marketing is responsible for the execution of core marketing functions, which include long range planning, local restaurant marketing initiatives, a comprehensive digital strategy, and social media planning.

RESPONSIBILITIES:

- Develop and articulate a clear and concise vision of where and how the brand will increase market share
- Deliver critical brand measures and marketing programs to achieve sales goals for both existing and new restaurants
- Lead strategic planning and brand position to ensure that all marketing functions and objectives are carefully aligned and support the company's creative vision and direction
- Assess current CRM and loyalty efforts, ensuring objectives and strategies align with brand vision and mission to increase customer sales and loyalty, this will include promotions, advertising, media planning, consumer research, communications, traditional and social media tools and all other relevant marketing activities
- Manage outside agencies, department expenses, and media budgets with efficiency for demonstrating a strong return on investment

REQUIREMENTS:

- The desired candidate will have a Bachelor's degree from an accredited university - a Master's degree a plus.
- The ideal candidate should have a minimum of 5-7 years of increasingly responsible marketing leadership positions in brand management, marketing services, and/or agency leadership.
- Working in franchise systems is a definite plus.
- This person should have significant exposure to various channels, i.e., brand advertising, SEO and website traffic, SEM, CRM, collateral, social media, public relations, online reviews, field marketing, promotions, etc. Additionally, the ability to seek out, manage and nurture creative resources, internal or external, is a key point of evaluation.
- S/he will have a proven track record of marketing competency in a fast paced, rapidly, changing, and fiercely competitive environment utilizing innovative tactical solutions.
- The ability to lead is important in managing and holding accountable external partners as well. In addition to leadership, this person must be tech savvy with a natural curiosity to learn and improve the marketing function

SALARY & BENEFITS:

Base salary and a bonus program will be in place for this role. There will also be a competitive relocation program for the selected candidate.

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

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