



TITLE OF JOB: Vice President of Franchising

LOCATION: Open

POSTED: August 2023

SUMMARY:

An iconic, growing restaurant franchisor (500+) is seeking a strategic, innovative Vice President of Franchising. This person will rebuild the department and team to drive growth in the franchise sales effort and lead an empowered relationship with new franchise candidates, existing franchisees, and vendors to facilitate development. The Vice President of Franchising manages and assists in analyzing, planning, researching, and development of company objectives and strategic plans to create business opportunities, growth, and financial profitability. This person is responsible for the implementation of a comprehensive franchise strategy for the company.

RESPONSIBILITIES:

- Rebuild and revitalize the Franchise Development group to meet and exceed growth targets.
- Lead franchise development by identifying potential franchisees, initiating recruitment process, and developing recruitment strategies, managing the franchise sales process pre-qualification through franchisee approval.
- Proactively seeks and pursues qualified candidates throughout North America through various means.
- Builds rapport and relationships with existing franchise partners and new prospects to promote brand growth.
- Facilitates the receipt and completion of all required documentation necessary for prospect approval.
- Guides potential franchise partners through the process of research and education about the franchise opportunity.
- Thorough knowledge of Franchise Disclosure Documents and all brand collateral.
- Promotes organization to industry trade associations and participates in select industry trade shows.
- Identify potential new markets and business opportunities.
- Ensures compliance with state and federal franchise laws and regulations.
- Provides training to franchise development and sales staff to implement development and sales strategies.
- Monitor franchise contracts post-recruitment, supporting sales team, to ensure of completion of development.

REQUIREMENTS:

- Experience building a Franchise Development department from scratch or experience rebuilding a group.
- Results oriented with strong communication skills (both verbal and written.)
- Experience handling a large pool of active candidates using sales management software.
- Outstanding team leadership skills.
- Strong analytical and organizational skills to evaluate current systems and processes.
- Personal networks and/or the knowledge of resources that expedite the identification of qualified franchising candidates.
- Outstanding strategic planning capabilities.
- Knowledge of franchise legal parameters.
- Travel as required.

EDUCATION: BA required

SALARY & BENEFITS: Commensurate with Experience

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

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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.