



TITLE OF JOB: Vice President of Brand Marketing

LOCATION: Remote/West Coast preferred

POSTED: November 2022

SUMMARY: An iconic West Coast franchisor brand known for high quality, best in industry pizza seeks a strong marketing leader to help claim its rightful place as the category leader in the pizza industry, especially in the West Coast. The successful candidate has proven ability to build profitable same store sales in the pizza industry, and/or in a full menu concept with dine-in, delivery, and carry-out business models.

RESPONSIBILITIES:

- Strategic oversight of all aspects of marketing, including, but not limited to advertising, promotions, public relations, social media, digital, local store marketing, ultimately accountable for profitable same-store sales growth (SSS), an increase in brand engagement (customer capture & frequency of visit) and market share.
- Execute and evaluate quantitative, qualitative and KPI Data to recommend strategic marketing plans, promotions and programs that increase performance metrics, including average check, transaction counts and in turn, same-store sales, with a keen eye on franchisee profitability.
- Create, present, and implement an annual marketing calendar, focusing on core areas to drive the business results.
- Develop and oversee an annual Marketing Support Fund (MSF) budget that is transparent, trackable, efficient, and delivers ROI.
- Involve the Franchise Advisory Council from marketing and overall leadership perspective, garnering alignment and buy-in on key programs, providing insight and recommendations to help make thoughtful business decisions.
- Leads Franchisee Marketing Committee. Ability to listen to franchisees needs and provide the right business solutions to generate results.
- Ensure all marketing programs and brand touch points embody Brand DNA.
- Demonstrate a proven ability to develop programs and technologies for a digital-first, mobile-focused consumer, understanding generational differences with the ability to pivot marketing messaging and media with the changing preferences of today's consumer.
- 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.

Preferred Education & Qualifications

- Required: Bachelor's Degree, MBA Preferred
- Required Experience: 15+ Years in Restaurant Marketing, Pizza Experience Preferred
- Entrepreneurial, Self-Motivated, Strategic Thinker
- Ability to Inspire & Lead Teams with High Degree of Accountability
- Experience dealing with multiple external stakeholders (Franchisees, Corporate Employees & Customers) with "Franchisees are our core customer" Mentality
- Franchise System Experience Required
- Active Listener, Strong Communications Skills
- Expertise in Market-Driven Research/Data Analysis to Make Business Decisions



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- Proficiency in Microsoft Word, Excel, Outlook, PowerPoint

SALARY & BENEFITS:

Competitive base salary, equity opportunity, and comprehensive benefits. Relocation package available.

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

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