



TITLE OF JOB: Director of Marketing

LOCATION: New Mexico

POSTED: February 2019

SUMMARY:

The Director of Marketing for this iconic QSR brand is responsible for all aspects of marketing communications, brand strategy development and execution. This role requires an experienced leader, comfortable working within a team environment and being held accountable to the executive team. The Director of Marketing is responsible for driving the growth of the brand in core regional markets and ensuring that marketing messages are consistent with the client's stated brand goals.

RESPONSIBILITIES:

- Know and embody the Core Values of the brand.
- Analysis of existing brand and communications strategy highlighting inconsistencies and weaknesses in message and execution.
- Create a brand plan and brand strategy that is consistent with the brand's core values, beliefs, best practices and ensure all aspects of the plan are aligned.
- Create and execute on a brand message that resonates with the target consumers and results in increased sales, brand loyalty and market share.
- Develop and execute all marketing communications.
- Manage efforts of the creative social media team to improve upon online reputation and targeted consumer recognition.
- Measure the effectiveness of the media outreach by tracking key metrics and analyzing the impact of our social media reach.
- Track, analyze and regularly report on the competitive environment and evolving consumer trends.
- Develop community marketing tools for use by the Regional and District managers to drive local sales.
- Champion the brand internally to ensure all company departments are kept informed of its goals.
- Present current marketing initiatives to the field force during the monthly training meetings.
- Serve as the lead on new product launch logistics and communication.
- Develop professional working relationships with the appropriate stakeholders.
- Manage external vendors, advertising and public relations agencies.
- Ensure ongoing campaign spend is in line with the company's marketing budget.

REQUIREMENTS:

- Ideal candidate will have a college degree in marketing, business administration or communications.
- Proven track record in restaurant marketing.
- Strong analytical and project management skills. Excellent communication and decision-making skills.
- Ability to work unpredictable hours, including some evenings and weekends.
- Solid professional references.
- Must possess strong teamwork and communication skills.

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

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