



**TITLE OF JOB: VP Marketing**

**LOCATION: Southeast US**

**POSTED: May 2018**

**SUMMARY:**

An emerging casual dining restaurant company with 40+ units based in the Southeast is seeking a VP of Marketing to work with the senior leadership team to develop a long-term brand positioning and marketing strategy that includes a public relations plan designed to increase incremental guest counts and sales. This person will play a central role in coordinating the Company's resources in Marketing, Operations, Purchasing, Product Development, and Training to support brand positioning and advertising initiatives. They will also identify advertising agency best suited to support the strategic positioning of the brand; establish strong partnerships and foster accountability for results.

**RESPONSIBILITIES:**

This position is accountable for the development of the company's strategic and tactical marketing and advertising direction. The results will create, introduce and reinforce the brand that is recognized and positively responded to by our target audience. This position is responsible for evaluating recommendations and making decisions in all areas of marketing and advertising, both at restaurant and retail level as well as financial management of the departmental budget and resources. Specific responsibilities include establishing and maintaining positive working relationships with all customers both internal and external as well as developing annual operating plans for the department that support the overall goals and objectives of the company.

**REQUIREMENTS:**

Must have at least 7-10 years of director level marketing experience within the Casual dining or Fast Casual segments. Strong demonstration with all facets of traditional marketing and social media in both ownership and agency work. Responsible for heading up projects in advertising, customer loyalty programs, and other cross functional related team activities. Expertise and first-hand experience of working within a growing and entrepreneurial restaurant company. Passionate, "fire in the belly", and ready for the next step in one's career are what it takes to qualified for this opportunity.

**EDUCATION:**

Bachelor's Degree or equivalent required

**SALARY & BENEFITS:**

A competitive Salary and Bonus will be commensurate with experience.

**FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:**

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