Summary Description
Corporate
Director of Marketing

Summary:

This individual will have responsibility to plan, direct, and coordinate marketing and advertising policies and programs or direct production of collateral materials, such as point of purchase materials for restaurants, contests, coupons, or giveaways, to generate increased sales in the restaurants. Leadership of Social Media planning and posts, including directing Agency resources to provide response and interaction. They will also participate in the National Advertising Board of Directors, and eventually vote and provide leadership/chairmanship. They are vital part of corporate team supporting 135+ franchised restaurants.

Key areas:

1. Provide creative direction, approval, and presentation of Ad Agency resources for each Promo in the calendar year.
2. Prepare, present, and manage a financial budget each quarter, and each year. Projections of income, expense, and hands on management of the agency portion of the budget. Approximate budget of $2.0 Million.
3. Work as part of the corporate team and coordinate with Operations, R&D/Purchasing, Administration, and Training.
4. Reports to President of the Company
5. Works out of the Shalimar, FL office, travels to restaurants, photoshoots, Ad Agency, and training conferences.
6. Initial hands on training in a Certified Training Unit to learn our culture and our products.
7. Leadership of Social Media marketing, along with push marketing for online app, and ordering

Experience:

Some level of time in marketing and public relations roles with multiple site entities. Food sales and or restaurant experience is helpful, and QSR marketing experience is very helpful.

Company is a top 200 Restaurant Chain in US