



Title of Job: Field Marketing Manager

LOCATION: West

Posted: September 2009

SUMMARY:

The Field Marketing Manager will develop, coordinate, and execute local, regional and companywide promotions that increase customer transactions, check average, and loyalty for the corporate brand. Work with existing approved agencies to develop needed support materials for programs such as display ads, billboards, coupons, etc. Direct agencies to negotiate with media outlets to maximize local TV, cable, and radio promotional activities. Prepare and disseminate communications and instructions to affected restaurants in advance of promotional launches.

RESPONSIBILITIES:

Plan, coordinate and execute "value-added" and fee-based media and non-media promotional events to drive customer transactions, check average, and top line sales. Be the primary marketing contact with Franchisees and Area Directors, and meet with the Area Directors and Franchisees to plan grass roots restaurant/DMA specific marketing & PR programs to build sales. Travel to assigned markets to plan and/or execute promotional & marketing activities as needed, as well as draft and disseminate communications for all local and regional promotions to General Managers, Area Directors and Franchisees as directed by the Corporate Marketing team.

REQUIREMENTS:

Possess 2-3 years experience in Marketing promotions or local advertising preferably within a Franchised QSR system. Maintain solid interpersonal skills, including strong organization, detail-oriented and multitasking abilities. Have the ability to negotiate Media spend on behalf of franchisees, coupled with strong English vocabulary and writing skills (Copy writing experience preferred.) Knows how to be self motivated and work independently with limited daily feedback from superiors. Has working knowledge of MS Word, Excel, Power Point, Outlook and Acrobat Reader. A thorough understanding of QSR Operations and franchisee needs.

EDUCATION: A Bachelor's degree is required. An Advanced degree is a plus

SALARY: \$70K-\$80K base, and 15% bonus. Travel will be contained within the set territory.

For position requirements and specifications please contact:

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Dick Wray 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. Dick Wray 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.