



Title of Job: Chief Marketing Officer

LOCATION: Texas

Posted: Sept 2011

SUMMARY: Publicly traded international family dining chain operates and franchises 500+ units needs superstar Chief Marketing Officer to drive the development of the corporation's plans and programs as a strategic partner. In conjunction with senior management, evaluates projects through financial feasibility studies, market research and planning. The CMO is responsible for developing the overall marketing and service strategy in support of organizational objectives and to meet changing market and competitive conditions. The CMO is also responsible for managing the Company and International Association advertising funds and budgets.

REQUIREMENTS:

- At least five years of experience as a Chief Marketing Officer with a national or large regional multi-unit business model, such as the retail, restaurant or entertainment industries.
- Successfully navigated a broad career path within Marketing that should include developing and setting strategy, developing and setting pricing structures, execution of marketing functions and public relations.
- Strong understanding of family dining / entertainment market preferred.
- Adept at building relationships across the enterprise, communicating and delivering the Marketing strategy and message.
- Able to attract and retain talent to the Marketing organization and provide an environment where career development is encouraged.

EDUCATION: BA Marketing or related required. MBA or advanced degree preferred.

For position requirements and specifications please contact:

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