



Director Of Marketing

LOCATION: Philadelphia, PA

Posted: July 16, 2007

SUMMARY: As a regional leader working closely with the regional staff, you will work with field operating teams to prescribe, train and implement marketing programs within your assigned region. You will be responsible for supporting operations managers in executing unit-specific programs and strategies that increase participation, customer and client satisfaction, and average check. To assist in completing these goals, you will develop and mentor a marketing champion network consisting of current managers who will assist with the regional rollout of national and local promotions. You will be responsible for sharing results for national and regional programs.

Managerial Responsibility: Work directly with regional and corporate marketing staff, operations and clients to implement marketing programs for assigned region.

RESPONSIBILITIES: You will be responsible for managing all aspects of the assigned regions marketing activities and plans. These will include:

On-site Caf Food and Beverage business support:

Program execution including menu (base knowledge), merchandising, communication and promotional programs

Program prescription including national or proprietary branded program use
Operational Excellence support in acting as an expert resource for field managers on execution of national standards in conjunction with Regional Operations Support Manager

Catering and delivered services support:

Program execution including menu, sales process, communication and promotion

Program prescription use of appropriate tiers of proprietary catering program

Additional service points support (limited):

Convenience stores support

Vending machines and Office coffee support

Research and customer insights:

Implement guest surveys and national research initiatives

Conduct on-site focus groups and customer intercepts to gain insight at the location level

Use basic Point of Sale (POS) data to prescribe methods of base business growth and profitability

Client presentation and sales support:

Frequently interact with clients to discuss opportunities for program improvement

Present new programs to regional teams, at operations reviews and in training seminars

Support sales and retention efforts by presenting at sales presentations in conjunction with the Regional Vice President and sales teams
New restaurant /service point opening support
Create site specific plans for merchandising, trade-dress, small wares and communication materials
Manage opening costs budgets with on-site teams

Travel availability in upwards of 50-60% including overnights is necessary for this position.

Position will be based out of Kansas City, MO office location.

REQUIREMENTS: A minimum of 3-5 years of marketing experience, with a demonstrated record of success and performance. Marketing operations and field experience is highly desired.

Experience in retail, restaurant or contract food services

Good oral and written communication skills, plus the ability to communicate with a wide range of people.

A self-starter, confident in her/his abilities, self-motivated and able to work effectively with little supervision

A results orientation, with an effective balance between analytical decision-making abilities and action-orientation that drives execution and results

A proven record of leadership with specific examples of introducing change, collaboration and results coupled with demonstrated ability to influence all levels of an organization

Strong interpersonal skills and the ability to create relationships

A passion for customer service

Demonstrated ability to work effectively in an individual contributor staff role

Strong presentation skills and comfort in front of an audience

Strong organizational and project management skills

Creative and flexible in attitude and style to adapt to new situations in a rapidly changing and sometimes undefined environment

A strong value system, unquestioned integrity and good listening skills

EDUCATION: BS/BS or similar 4 year degree from an accredited college or university is required

LANGUAGES: N/A

SALARY: \$85,000 - \$95,000

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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.