



Title of Job: Brand Marketing Managers (2)

LOCATION: Ohio

Posted: Sept 07

SUMMARY: International QSR needs two Brand Marketing Manager's. Person will manage U.S. Hispanic marketing initiatives as well as traditional brand marketing. Ideally, the manager for the U.S. Hispanic brand marketing position is bilingual (English/Spanish) with a very strong brand management background – building and planning marketing initiatives. This position reports to a Brand Director who reports to the VP of Brand Management, who then reports to the CMO.

RESPONSIBILITIES:

- Utilizes all product line information including internal, competitive and overall market conditions to identify gaps in product line strategy.
- Manages the Product Line P&L of assigned products and projects by tracking forces impacting results and quantifying the impacts. Management of Product P&L, including Food, Paper, Labor, and Marketing Expense Management in relation to projected Sales Revenue.
- Develops a specific learning plan for the product line to assess opportunities to increase results.
- Develops annual product line objectives, strategies and tactics and fully integrated marketing programs and materials (i.e. broadcast, print, outdoor advertising, sales promotion, merchandising, local marketing, public relations, internet, consumer relationship marketing – CRM) including sales, profit and expense budgeting.
- Develops consumer communication strategy for assigned products or product lines, including the product positioning statement, source of volume and reasons to believe the message, etc.
- Manages the development of comprehensive test project execution plans (i.e. strategies, budget, timelines and communication materials).
- Timely activation of marketing plans and projects, including the development of communication materials (Bluebook, Redbook, mailings and memos) and informal (in-person, telephone and email) direction, guidance and communications to Wendy's corporate and field associates and agencies.
- Manages the compilation of project return on investment analysis and calculations for project plans and project/test results. Assists in the development of project/test evaluation, final recommendation and presentation to Senior Management.

REQUIREMENTS:

- Knowledge of general management and marketing principles/concepts (including P&L management, ROI calculations, sales, profit and expense budgeting, marketing strategy, and marketing research), agency operations, restaurant operations, and accounting (proficiency with spreadsheets).
- Strong management and communication skills.
- Capabilities in new technology based marketing tools (CRM, Internet, etc.).
- Project Return on Investment analysis and calculations experience.

- 6-8 years Management of Product P&L, including Food, Paper, Labor, and Marketing Expense Management in relation to projected Sales Revenue.
- Bachelor's Degree in Marketing or related field.

EDUCATION: B.A. Degree in Marketing or related field.

LANGUAGES: Bilingual in English/Spanish with working understanding of U.S. Hispanic Culture (U.S. Hispanic Brand Marketing position).

SALARY/Incentives: \$90k - \$105k; 21% bonus opportunity; Relocation assistance; minimal travel (both positions).

Consultant: Dick Wray

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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.