



Title of Job Director International Marketing

LOCATION: Boston

Posted: Oct 07

SUMMARY: As one of the most experienced franchisors in the world, the company's mission is to build great brands and lead the Quick Quality segment of the food and beverage industry.

RESPONSIBILITIES: Driving brand and marketing strategies for the core markets vis-à-vis licensees and the Company's functional groups, in alignment with company strategic goals.

Developing compelling guest-driven propositions to keep core markets guest-relevant, profitable and growing.

Communicating strategies and activities between US and International and among all International markets.

Partner with the Menu & Concept team to establish product development priorities based on market needs.

REQUIREMENTS:, 5-7 years international marketing experience. Excellent written and verbal communication skills are a must. Exposure in Latin American markets.

EDUCATION: Bachelor's Degree required
MBA a plus

LANGUAGES: English, Spanish required. Portuguese a plus.

Consultant: Bob Gershberg

Voice: 888 875-9993 ext 102

E-mail: bob.gershberg@dickwray.com

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.