



Brand Marketing Manager – Hispanic American Focus

LOCATION: Midwest

Posted: October 1, 2007

SUMMARY:

We are searching for a Brand Marketing Manager for the Hispanic Market - someone to handle US Hispanic marketing initiatives. The candidate must be bilingual English/Spanish with a very strong brand management background - building and planning marketing plans. This position reports to the Brand Director.

RESPONSIBILITIES:

Utilizes all product line information including internal, competitive and overall market conditions to identify gaps in product line portfolio 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, 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, 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, email) direction, guidance and communications to 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, Marketing Expense Management in relation to projected Sales Revenue

Working understanding of US Hispanic Culture

EDUCATION:

Bachelor's Degree in Marketing or related field

LANGUAGES:

Fluent in Spanish

SALARY: \$90,000 - \$105,000

Consultant: Orrick Nepomuceno, CPC

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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.