



**Title of Job Director Marketing**

**LOCATION:** West Palm Beach, FL

**Posted:** Dec '07

**SUMMARY:** This position is accountable for the development of the Brand's strategic and tactical marketing and advertising direction. The results will create, introduce and reinforce the brand that is recognized and positively responded to by our target audience. This position is responsible for evaluating recommendations and making decisions in all areas of marketing and advertising as well as financial management of the departmental budget and resources.

**RESPONSIBILITIES:**

- Create the company's overall marketing strategy to effectively build sales.
- Develop a comprehensive marketing plan to create dimension to the brand that will differentiate our company from the competition.
- Lead the department in executing marketing programs for all restaurants in new and existing markets.
- Manage and direct the marketing team, as well outside agencies, to effectively promote and develop the brand.
- Heavy involvement in new product development process.
- Master the utilization of local and regional marketing tactics.

**REQUIREMENTS:**

The ideal candidate will have a minimum of 7 years in marketing, within high-growth multi-unit restaurant chains. This person must possess knowledge and experience in creating sales growth strategies through partnering with operations, identifying market segment needs, competitive positioning, menu and product development and effective market research. In addition, a skill set in the creative process and media buying and planning is needed.

This individual must have excellent communication skills, both written and verbal. In addition, the successful candidate must have effective time management and organizational skills, flexibility, and the ability to handle multiple responsibilities.

**EDUCATION:** Bachelor's Marketing required. MBA Preferred

**SALARY:** A competitive Salary and Bonus will be commensurate with experience.

**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.*