



Title of Job Senior Director Marketing

LOCATION: Dallas

Posted: Nov '07

SUMMARY: This position is accountable for the development of the company'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, both at restaurant and retail level as well as financial management of the departmental budget and resources. Specific responsibilities include establishing and maintaining positive working relationships with all customers both internal and external as well as developing annual operating plans for the department that support the overall goals and objectives of the company.

RESPONSIBILITIES:

- Working with Senior Management, develops and implements a long-term brand positioning, marketing strategy, and public relations plan designed to increase incremental guest counts and sales.
- Plays a central role in coordinating the Company's resources in Operations, Purchasing, Product Development, and Training to support brand positioning and advertising initiatives.
- Identifies advertising agency best suited to support the strategic positioning of the brand; establishes strong partnership and fosters accountability for results.
- Challenges the Senior Management Team with regard to brand execution and strategic direction of the brand.
- Oversees the collection of sufficient research data on which to formulate tactical strategies and evaluate initiatives.
- Identifies new business opportunities and target markets
- Actively manages the retail sales and marketing component.
- Researches competitive landscape and stays current on the advertising and positioning of competing brands; plays central role in developing points of difference that distinguish the Brand.
- Develops and executes consumer loyalty and local store marketing programs
- Oversees communications with all media groups through effective management of public relations agency; builds/maintains positive brand image.
- Establishes and maintains marketing policies, procedures, and marketing budget.
- Supervises department resources and ensures that organizational needs are met.

REQUIREMENTS:

- A minimum of seven years experience in the restaurant industry with a very good understanding of local/regional marketing, retail merchandising, and franchising.
- Led a marketing and advertising program in a system with multi-market restaurant group.
- Extensive experience with a growth company.
- Proven ability to communicate effectively to both internal and external constituencies.

- A minimum of five years experience working with and managing an advertising agency.
- High energy with a proven ability to work effectively with multiple work groups and cross functional teams

EDUCATION: Bachelor's Marketing required. MBA Preferred

SALARY: open

Consultant: Bob Gershberg

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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.