



Title of Job Director/VP Marketing

LOCATION: Dallas **Posted:** Feb '08

SUMMARY: A rapidly growing chain in the entertainment center segment is looking for an experienced marketing professional to lead the sales and marketing function. Based in Dallas, the Company operates family entertainment centers throughout the south central US, which feature restaurants, bars, bowling, billiards, amusements, laser tag, and meeting facilities. The Director/VP of Marketing will report to the president and be responsible for the strategic and tactical marketing direction of the company. This position will be responsible for leading all areas of sales, marketing and advertising. The role also includes responsibility for directing a high performing event sales team.

RESPONSIBILITIES:

- **Brand** - Works with management team to develop a long-term brand positioning, marketing strategy, annual marketing plan, and public relations plan
- **Agency** - Manage performance of various external agencies - graphic designers, web developers, creative agencies and direct marketing providers.
- **Creative** - Manage advertising programs including media placement and creative development. Manage graphic design and creative needs.
- **Research** - Oversee the collection of guest research data and competitive insights.
- **Sales** – oversee location based sales force and Director of Sales (direct report).
- **Digital** -Oversee development and implementation of digital marketing strategy.
- **Loyalty** - Develop effective consumer loyalty and local store marketing programs.
- **Publicity** - Oversee communications with all media groups through effective. Management of public relations agency; builds/maintains positive brand image.

REQUIREMENTS:

Minimum of 7 years of advertising/marketing experience
Experience leading marketing function in multi-market retail, restaurant or family entertainment environment
Direct experience in media buys (television and radio)
Experience leading creative and LSM efforts
Agency experience

EDUCATION: Bachelor's degree in Marketing, MBA preferred

SALARY: \$120k - \$130k + + +

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.