



JOB TITLE: Regional Director of Field Marketing

LOCATION: Los Angeles, CA

Posted: February 1, 2008

SUMMARY:

As a senior leader and integral member of the regional team the Regional Marketing Director is primarily responsible for driving changes that result in profitable base business growth for the region. The ability to effectively create and communicate marketing principles, strategies and field tactics through all levels of the organization and client base is essential. Moreover, you will be an ambassador of the THE COMPANY brand as the mouth piece in articulating its value differential within the organization and to external clients.

This position will be a strategic partner to the regional team, in implementing and executing programs that are aligned with the regional business initiatives. This position reports centrally to the National Marketing Director, however will act locally with a dotted line to the Regional Vice President.

This position can be based in or around the Los Angeles area. Will require travel, including some overnight, of up to 60%.

RESPONSIBILITIES:

The Ideal candidate would be able to survey an account and provide direction on consumer grounded and market centric revenue driving initiatives. Candidate would be able to influence high, wide and deep within the THE COMPANY organization. Candidate would be able to articulate the value of THE COMPANY and business initiatives, through a number of mediums, to THE COMPANY clients at the VP and President level.

REQUIREMENTS:

A MINIMUM of 5-8 years of strategic and tactical marketing experience, from marketing plan development to execution and implementation at various levels. Marketing experience in the Retail, and/or Restaurant/Hospitality industry is a MUST.

Regional experience particularly Multi-state. Working in a decentralized company is a plus. Multi unit experience is a plus.

Consulting background or similar professional experience is a plus.

Advertising and/or agency experience is a plus.

Sales experience and/or strategic selling knowledge (Miller Heiman knowledge is a PLUS).

Extremely strong communication, presentation and skills (Expert high level writing and PowerPoint skills is a MUST. Examples of writing and PowerPoint presentation will be requested.)

Strong influencing skills: able to sell ideas high, wide and deep in an organization.

Skilled to implement through people, not through doing the tactical.

Experience in relationship building: specifically business partner at VP level and field levels.

Business Savvy: analytical in approach, well versed in industry, an expert in their field, business/personal maturity. Able to identify new opportunities for business within units, through client interaction and at regional level-both concept and execution.

Dealing with ambiguity: able to get in, assess the situation, identify key players, set goals/action plan and deliver.

Understanding of the advertising/promotional process with experience implementing communication plans.

EDUCATION:

Bachelors degree is required. A graduate degree could be a plus; equivalent work experience will be strongly considered.

LANGUAGES:

N/A

SALARY:

\$80,000 - \$110,000

Consultant:

Orrick Nepomuceno, CPC

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