



Title of Job VP Marketing- Consumer Engagement

LOCATION: Northeast

Posted: April '08

SUMMARY: International multi-billion dollar quick service restaurant franchisor with a leading position in various segments of the QSR category is seeking an innovative marketing leader to drive all points of the Brands' consumer engagement including advertising, retail and interactive. The successful candidate will be a creative, energetic marketing advertising branding expert with high business acumen.

RESPONSIBILITIES:

- Direct and innovate all advertising activity for the Brands
- Lead the agency and provide on going feedback and challenges
- Lead the development of all advertising both national and local, balancing long term versus short term needs, and brand positioning versus tactics
- Drive efficacy of the media spend and drive LMAP process
- Assess impact of creative on our on our consumers and recommend necessary adjustments
- Lead and drive all interactive marketing initiatives
- Manage and motivate advertising agencies
- Develop and execute on all retail/in-store marketing
- Develop strategy for the total consumer connection
- Communicate and execute the Brands' marketing initiatives

REQUIREMENTS: 15 years proven brand management experience with track record of results; at least 7 of these years will have been in brand management leadership roles and will have included responsibility for strategic planning, delivery of marketing services, management of internet advertising media, management and motivation of advertising agencies and experience launching new & ground-breaking offerings. Must have an in-depth understanding of brand architecture and brand management disciplines. Track record of thriving in fast paced & cross-functional business environments, and of over-delivering against stretch targets. Great innovator. Experience with marketing budgets, P&L, and forecasting required. Excellent analytical skills, with great attention to detail. Team player/Team builder – must be collaborative – great listener with outstanding verbal and written skills. Must be comfortable within a high-paced, competitive environment. Strong business person who thinks about issues from a business perspective; brings strong business & financial acumen to the role and uses this to complement his/her functional depth. Exposure to diversity marketing a plus.

EDUCATION: Bachelor's degree in Marketing, MBA preferred

SALARY: \$200k+++

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.