



**Title of Job:** *National Director of Brand Development*

**LOCATION:** Tampa, Florida

**Posted:** July 08

**SUMMARY:**

Establishes company-wide, global marketing and growth plan goals and objectives; works directly with franchisees across the country to create localized, grassroots marketing plans that increase same-store revenues; responsible for building and managing system-wide, central advertising fund and marketing budget; provides overall guidance and leadership to company's in-house marketing team.

**RESPONSIBILITIES:**

- Meets growth plan objectives assigned within deadlines and budgets.
- Create, manage, and balance the Central Ad Fund, assuring fiscal responsibility.
- Create and manage the global marketing strategy for the brand.
- Oversee generation of Central Ad Fund accounting for TMPRI management and franchisees. Post quarterly results via intranet for franchisee review.
- Monitor and enforce required franchise marketing and advertising expenditures.
- Assist franchisees with creating required local store marketing plans to increase store sales and profits.
- Train and support Franchise Business Consultants in the area of providing additional and ongoing local store marketing support to franchisees and grow sales and profits. Support efforts to ensure FBC's are well versed in marketing matters to better assist franchise partners.
- Create, implement and manage grand opening PR programs and marketing plans designed to ramp up sales to achieve established new opening revenue goals.
- Provide additional marketing support and focus for units under targeted sales goals.
- Oversee and manage all public relations efforts to increase brand name awareness and to increase unit and franchise sales.
- Manage corporate communications and key messaging internally and externally to include written communications and meetings.
- Oversee internet marketing and e-commerce, creating effective tools and programs. Achieve tangible increase in revenues through e-commerce marketing.
- Supervise, direct and manage Franchise Support Center marketing team.
- Manage all external agency relationships including hiring, termination, approval of invoices and assignment of projects.
- Schedule and allocate marketing staff and capital resources efficiently and fairly to support the franchise community
- Provide marketing counsel to TMPRI on all major business decisions in collaboration with the Leadership Team.

- ❑ Manage all charitable relationships and develop campaigns, handle reconciliation and direct all fund-raising activities for the company.
- ❑ Create value for franchisees resulting in increased sales, profits, approval and support of the global marketing efforts.

### **ACCOUNTABILITIES:**

- ❑ Keeps immediate supervisor and team informed of all business matters pertaining to all areas of responsibility. Takes prompt action to resolve problems or barriers and suggest alternative solutions or actions when necessary.
- ❑ Performs all duties in a timely, effective, and proficient manner in accordance with established company policies to achieve the expected results of the position responsibilities.
- ❑ Maintains favorable business relationships with peers, field staff, vendors, and other company employees to foster and promote a cooperative and harmonious working climate.
- ❑ Demonstrates effective project management, communication, and follow-up skills at all times.
- ❑ Performs other duties and special projects as required that affect TMPRI.
- ❑ Maintains strict confidentiality with information or knowledge considered sensitive or confidential in nature.
- ❑ Creates organizational structure to insure work is accomplished at maximum efficiency and productivity.
- ❑ Professional level communication skills: capable of creating policy statements, internal and external communication documents and training / development materials. Able to relate information in a concise, accurate, and understandable delivery to peers, superiors, and outside contacts.
- ❑ Leadership skills to direct a diverse team of employees in the achievement of ongoing business objectives.
- ❑ Develops strategic objectives for each position within the team. Includes measurable time frames for each job function and assignment.
- ❑ Keeps immediate supervisor informed of all business matters pertaining to all areas of responsibility. Takes prompt action to resolve problems or barriers and suggests alternative solutions or actions when necessary.
- ❑ Maintains favorable business relationships with peers, field staff, vendors, and other company employees to foster and promote a cooperative and harmonious working climate.
- ❑ Demonstrates effective project management, communication, and follow-up skills at all times.
- ❑ Maintains strict confidentiality with information or knowledge considered sensitive or confidential in nature.
- ❑ Creates plans for workflow to meet deadlines.
- ❑ Participates in creating budgets for areas of responsibility.

### **SUPERVISORY RESPONSIBILITIES:**

- ❑ *Direct:* External creative agency, Creative Services Specialist & Web Administrator, Graphic Designer, Marketing Services Assistant

- *Indirect:* Bay Ares Sales and Marketing Manager, local site's marketing managers

**EDUCATION & EXPERIENCE:**

Four-year degree in marketing, journalism, or communications. 10 + years of experience in a Director or Vice President of Marketing role in a multi-unit, branded food service restaurant environment or a combination of education and / or experience. This person will have \$50-million or greater revenue oversight experience.

**LANGUAGE SKILLS:**

Ability to read, write and communicate in English. Additional or secondary / primary languages are encouraged. Ability to write, analyze and evaluate operating reports, manuals, internal and external business correspondence and use e-mail, computer skills. Present information in an organized and accurate, clear, concise format.

**TRAVEL:**

40% travel outside of Tampa. Other travel as needed or required.

**SALARY: \$80-\$100k**

**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.*