



## TITLE OF JOB: Chief Marketing Officer

LOCATION: Florida

POSTED: September 2023

### SUMMARY:

A fun, eclectic, full-service restaurant group, with locations throughout the US and abroad, is looking for a Chief Marketing Officer. This person will be a trusted advisor to the CEO and the entire Senior Leadership Team. You will provide leadership and strategic perspective in driving ongoing growth to meet future needs and direction. You'll be a critical leader in the creation, execution, and support of relevant brand KPIs to monitor respective performance to the strategic plan. Develops annual and long-range plans monitor actual performance against these plans and recommend actions necessary to accomplish plans. This is a highly visible role within and across the organization and with the ability to make a meaningful and lasting impact on the growth and success of the brand.

### RESPONSIBILITIES:

The Chief Marketing Officer is responsible for directing and controlling all activities related to conceptualizing, developing, and implementing marketing strategies, achieving marketing targets, and directing brand positioning. Specific responsibilities include business and market development; market research and planning; consumer research; strategic direction for promotion and advertising; coordination with Operations; and directing the day-to-day activities of marketing staff.

The Chief Marketing Officer is responsible for creating a world-class brand vision and providing the overall definition, direction, and evolution of the Company's brand and brand/culture. This individual will lead the Brand Marketing team and all efforts related to (1) the customer experience and journey, (2) consumer insights, (3) digital, social, and audience engagement including influencer marketing, and (4) public relations and communications (both internal and external).

### REQUIREMENTS:

- Bachelor's degree required.
- Minimum of 7 years experience.
- Must have extensive experience driving POP and customer loyalty programs.
- Must have proven prowess in Online Marketing (SEO, PPC, CPC, Banner Advertising, etc.), GEO marketing and other cutting edge marketing channels and manage Direct Marketing, Public Relations, Advertising, Event Marketing, and Internal Creative Services.
- Must have strong interpersonal skills, maturity, and good judgment and be capable of communicating with a diverse range of individuals at all levels.
- Broad functional experience in strategic planning and marketing, business and market development, planning, promotions, and advertising campaigns.
- Demonstrated business acumen including budgeting and analytical skills.
- Independent thinker with a high level of integrity and ability to prioritize the most impactful projects.
- Successfully navigated a broad career path within Marketing that should include developing and setting strategy, developing and setting pricing structures, execution of marketing functions, and public relations.
- Adept at building relationships across the enterprise, communicating and delivering the Marketing strategy and message.

### SALARY & BENEFITS:

Further details to be discussed, full benefits and bonus.

### FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

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