



TITLE OF JOB: SVP Marketing or Chief Marketing Officer

LOCATION: Southeast

POSTED: July 2021

SUMMARY:

Leading national restaurant brand headquartered in the Southeast is seeking an exceptional **SVP Marketing/Chief Marketing Officer** to be responsible for all marketing functions at the company, including brand strategy, advertising, media, calendar planning, Food & Beverage, new product development, in-store merchandising, test marketing, consumer insights, and sales promotions. The purchasing and supply chain function also reports to this position.

The SVP Marketing/CMO will be a trusted advisor to the CEO and Senior Leadership Team and will be responsible for hiring and directing the marketing department. The SVP Marketing/CMO helps drive and shape the brand identity to meet the needs and direction of the Company.

The SVP Marketing/CMO develops annual and long-range plans, monitors actual performance against these plans, and recommends and takes 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.

IDEAL CREDENTIALS:

- At least five years senior leadership experience in restaurant marketing.
- Experience developing national or at least regional advertising.
- Experience overseeing multi-million-dollar media buying budgets.
- Experience leading agencies.
- Experience working with consumer insights relating to F&B and promotions.
- Experience working with innovation relating to F&B and promotions.
- Experience working with franchisees in a franchise system.
- Experience creating breakthrough messaging.
- Experience adapting marketing fast through the pandemic.

RESPONSIBILITIES:

- Develop the annual National Marketing Plan and the Brand strategy for the company. 20%
- Manage and communicate the timely implementation of the National Marketing Plan as well as provide leadership for all agencies. 20%
- Manage the Food & Beverage Department in the development, testing, and rollout of new and revised product recipes for the system including development and implementation of test programs and promotions. 20%
- Develop collaborative, trusting relationships within the franchise community and lead the Marketing Committee of the Franchise Advisory Council. 15%
- Listen and respond to the consumer by ensuring that the brand strategy is informed by all relevant consumer insights and communicated to the system. 15%



- Manage the Purchasing function to ensure consistent, safe, and profitable supply chain operations. 10%
- Perform other related duties as assigned by the CEO.

REPORTING RELATIONSHIPS:

The SVP Marketing/Chief Marketing Officer will report to the CEO. Position will have approximately 8-10 direct reports.

COMPENSATION:

Total compensation and incentives will be commensurate with experience and will include a base salary, annual bonus incentive and comprehensive benefits. Relocation is available.

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

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Wray Executive Search 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. Wray Executive Search 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.