



TITLE OF JOB: Chief Marketing Officer

LOCATION: Southeast

POSTED: August 2019

SUMMARY:

Dynamic group of iconic restaurant brands is seeking an exceptional marketing professional to be a leadership partner. 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, hiring and directing the day-to-day activities of marketing staff.

REQUIREMENTS:

- Minimum 15 years' experience with a demonstrated track record of accomplishments in marketing restaurant companies. At least five years of experience as a Chief Marketing Officer with a national multi-unit restaurant brand.
- Must have extensive experience driving POP and customer loyalty programs.
- Must have proven prowess in Online Marketing (SEO, PPC, CPC, Banner Advertising etc.) 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.
- 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.

EDUCATION:

BA Marketing or related required. MBA or advanced degree preferred.

FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:

Name: Bob Gershberg

Direct: (727) 244-4113

E-mail: bob@wraysearch.com

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.