

Director of Marketing - Cincinnati, OH

Compensation: Base salary, Bonus, and benefits package

Summary Job Description:

Responsible for the strategic development and execution of the company's national strategy and provide input and guidance on franchise's local store marketing plan(s). The Director of Marketing will work closely with the brand's senior leadership team, individual franchisees, and our agency partners to ensure marketing is designed for optimal business results. Building strong relationships with franchisees and managing brand equities/standards is critical to success.

Responsibilities Include But Are Not Limited To:

- Maintain up to date brand management guidelines and marketing campaign guidelines.
- Develop strategic regional marketing plans to support individual franchisee trade areas.
- Oversight of marketing agency partners.
- Analyze and review franchisee territories (competition, consumer, market conditions, etc.)
- Customize marketing plans and manage the execution through franchisees and Regional Franchise Consultants.
- Develop local store marketing toolkits and calendar.
- Provide franchisees with regular reviews of business results and marketing analysis with actionable steps.
- Strategy creation of digital, email, app, and traditional marketing methods.
- Oversight of public relations partner.
- Maintain asset library and distribution.
- Quarterly review of assets with print marketing partners.
- Regularly vet vendors for national implementation and recommendations to franchisees in the most up to date marketing trends and tools.
- Lead communication with franchisees including quarterly marketing webinars, in-person meetings, regular conference calls, marketing calendars, and new franchisees on-boarding.
- Audit franchisee's local marketing activity to ensure compliance with franchise agreement requirements.
- Contribute to development of company collateral materials.

- Management of the creative/media development, data management, targeting, testing, and results analysis.
- Understanding of franchisor/franchisee relationship and advertising requirements, programs, policies and procedures as outline in the franchise agreement.
- Create effective tools and tactics for franchisees to increase revenues while maintaining brand equities, standards, and strategic objective – long and short term.
- Maintain working calendar with agency partners, corporate field support, and leadership team to ensure all parties are aware of national and local marketing initiatives.
- Develop a dashboard/tracking tools to monitor sales and ROI of campaign success.

Required Qualifications & Skills:

- Travel: less than 10%
- Experience in working in restaurant industry with franchisees is preferred.
- Management of others.
- Bachelor's Degree in Marketing, Communication, Business, or equivalent
- Strong understanding of brand consistency.
- Analytical mindset.
- Project management experience.
- High-energy individual with exceptional interpersonal communication skills.
- Ability to work independently, while maintaining a high level of organization, attention to detail, and strong work ethic.
- Professional manner, positive attitude.