



**TITLE OF JOB: Director of Marketing, Fast Casual Division**  
**LOCATION: Southern California, Dallas, or Las Vegas preferred**

**SUMMARY:**

An iconic West Coast franchisor is seeking a driven, hands-on marketing leader to execute strategic marketing campaigns for their multi-brand, fast casual division. The Director of Marketing will work closely with the VP of Marketing and additional marketing team members to execute marketing plans, coordinate with franchisees, evaluate marketing plans, and help drive loyalty, catering, and digital marketing efforts.

**RESPONSIBILITIES:**

- Flawlessly executes strategic marketing campaigns across various channels to drive same store sales and profitability for franchise partners, ensuring tactics are completed in a timely manner.
- Collaborate and implement an annual marketing and promotions calendar.
- Ensure consistent brand messaging and positioning across all marketing materials and channels.
- Collaborate with VP of Marketing to direct ad agency to optimize advertising and media channels to bring in new guests and increase frequency of existing guests.
- Be highly analytical and data-obsessed, leveraging data to inform and optimize marketing strategies, and continuously measure and improve campaign performance.
- Work collaboratively with shared marketing services (partnership marketing, creative, social, digital, local store marketing, and public relations teams) and other cross-functional teams.
- Lead marketing contact with franchise partners to ensure engagement of marketing programs and initiatives.
- Incorporates a “think differently” mentality, challenging past procedures to determine if they are garnering the results needed.
- Provide strong, positive leadership to a high performing team, actively anticipating needs, holding team accountable to deliverables, and identifying and removing potential barriers.
- Oversight of marketing support fund spend ensuring budgets are in line.
- Ensure marketing efforts are compliant with federal and state laws (including nutritional/menu), franchising laws, franchise agreement, and FDD, working with legal regarding any risk mitigation needs.

**REQUIREMENTS:**

- Required: Bachelor’s Degree
- Required Experience: 7+ Years in Restaurant Marketing, Fast Casual and Burger Experience Preferred
- Multi-Brand Experience Preferred
- Franchise System Experience Required
- Ability to Navigate Multiple Stakeholders and Cross-Functional Departments
- Expertise in Market-Driven Research/Data Analysis to Make Business Decisions
- Attention to Detail, Strong Project Management Skills are Critical to Success in this Role
- Proficiency in Microsoft Word, Excel, Outlook, PowerPoint
- Willing to Travel within the U.S. as Necessary, Less Than 20% Travel

**FOR POSITION REQUIREMENTS AND SPECIFICATIONS PLEASE CONTACT:**

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W R A Y EXECUTIVE SEARCH

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