

## Vice President of Marketing

Reports to: President

### General Description

The Vice President of Marketing is responsible for the strategy, tactics and programs to create interest, demand and recognition for smashburger and its products through the use of PR, Product Marketing, Creative Services, Advertising, Strategic Relationships, Direct, Event, and Online Marketing. This position is also responsible for planning, organizing, staffing, training, and managing all marketing functions to achieve the company objective of sales, growth, profits, and visibility while ensuring a consistent marketing message and positioning on a national basis consistent with the corporate direction.

### Marketing Responsibilities

#### Strategy

- Remain strategic, tactical and program oriented.
- Work with Directors and Managers to development strategic partners for referencing, credibility and alliances.
- Help manage third-party relationships.
- Ensure the product is competitive, complete, clean and timely.
- Responsible for creating annual or biannual strategic and tactical marketing plan.

#### Research & Information

- Conduct and analyze market research to determine risk and marketability of the brand. Supply information to appropriate personnel.
- Responsible for competitive analysis, strategies and tactics.
- Measure effectiveness of the marketing department and implement improvements.

#### Management & Training

- Manage and train existing and new marketing staff.
- Ensure timely and effective execution of the marketing tactics and programs.
- Create and maintain annual marketing budget.
- Lead and manage the following responsibilities: Direct Marketing; PR; Advertising; Online Marketing (web site); others as directed
- Ensure a consistent, fair and situational management style exist throughout the department.
- Generate a monthly summary report and comprehensive quarterly and annual marketing report.

#### PR & Image

- Work with PR to ensure the proper amount and type of coverage to raise awareness, win reviews and ensure consistent corporate and product branding and image.

## Advertising

- Work with Ad Manager and/or agency to create the media schedule, negotiate the rates, prepare the deliverables and execute. Follow-up and measure the advertising campaign using print and online methods.

## Strategic Partnering & Alliances

- Participate in creating strategic partnerships and alliances that ensures smashburger is highly visible and properly positioned and referenced.

## Online Marketing

- Ensure a professional, inviting Web site employing the latest technology to encourage initial and repeat visits.
- Develop social media campaign
- Help initiate and execute an entire online strategic marketing plan to make the most of this medium.

## Qualifications

- Bachelor's Degree in Marketing or Communications or related field.
- MBA Preferred
- 10 years Marketing or Agency experience required.
- 3 - 5 years multi-unit retail experience a plus.
- Ability to work effectively in a fast-paced and dynamic environment.
- Easily adaptable to change.
- Ability to think and work independently with little supervision.
- Excellent oral and written communication skills.
- Strong organizational skills.
- Ability to manage multiple priorities under tight deadlines.
- Ability to work effectively in a team environment.