



## **Vice President– Franchise Development Marketing**

Department:	<b>Marketing</b>
Reports to:	<b>Chief Strategy &amp; Marketing Officer</b>
Effective Date:	<b>1/1/2017</b>
FLSA Status:	<b>Exempt</b>

### **General Summary:**

The VP Franchise Development Marketing is responsible for leading the planning, development and execution of integrated marketing campaigns to grow the sales pipeline for all Dwyer Group Franchise brands. This position will work collaboratively with key team members from Brand Management, Operations, and Franchise Sales to ensure brand integrity and alignment to ultimately maximize brand awareness, leads, and drive new sales growth.

### **Essential Duties & Responsibilities:**

- Lead the development and implementation of B2B marketing strategies across all franchise brands of the Dwyer Group
- Ability to interpret inbound marketing automation platforms (ex. Hubspot, Pardot, Eloqua) to help support lead scoring, drip campaigns, and market segmentation
- Produce high-quality, consistent, compelling materials for internal and external audiences
- Effectively identify and communicate data trends, while leveraging the appropriate technology platform to drive sales from initiation to purchase
- Establish and measure actual performance vs. KPIs
- Perform regular visitor research collection, analysis and interpretation of data
- Strengthen awareness of Dwyer Group and all ten franchise brands among the target consumer
- Act in an advisory capacity to management and key business partners
- Monitor and maintain key project deliverables and timelines; ensuring sales goals are consistently achieved
- Manage development and performance of direct team members
- Assist with other marketing related projects and special requests as directed

### **Education & Experience:**

#### **Education:**

- Bachelor's degree in Marketing, Business Administration. Master's degree preferred but not required
- 7-10 years' professional marketing experience, including lead generation

#### **Skills & Experience:**

- Demonstrated ability to influence cross functionally across business units
- Expert in B2B marketing strategies; preferably within a franchise business environment
- Ability to solve problems and deal with a variety of variables
- Digitally savvy
- Strong analytical orientation to review program performance and adjust for peak optimization

- Capability to effectively present information and respond to questions from managers, customers, and vendors
- Experience in introducing and training employees on complex or unfamiliar projects and programs
- Ability to effectively lead a team for high performance
- Knowledge in search engine optimization (SEO) and online search mediums
- Knowledge of inbound marketing software platforms, including Hubspot
- Fluency in Microsoft Word, Excel, PowerPoint and Outlook.
- Excellent writing and communication skills
- Experience and enthusiasm in new media and cutting-edge marketing techniques
- Experience and skill in managing multiple projects simultaneously

### **Physical Requirements**

The physical demands described here are representative of those that must be met by an Associate to successfully perform the essential functions of this job. The Associate should be able to stand, sit at an office space, see, hear and understand speech, communicate, lift computer equipment, supplies and materials, use office equipment and computers. The Associate is exposed to typical office working conditions. If requested by an applicant or employee, we may provide reasonable accommodations to enable individuals with disabilities to perform the essential job functions. The above statements are intended to describe the general nature and level of work performed. They are not intended to be construed as an exhaustive list of all duties required of personnel so classified. We have the exclusive right to alter this job description at any time without notice.

*Dwyer Group is fully committed to Equal Employment Opportunity and to attracting, retaining, developing and promoting the most qualified employees without regard to their race, gender, color, religion, sexual orientation, national origin, age, physical or mental disability, citizenship status, veteran status, or any other characteristic prohibited by federal or state law. We are dedicated to providing a work environment free from discrimination and harassment, and where employees are treated with respect and dignity.*