



## **Director of Marketing, Mosquito Joe**

Mosquito Joe is a fast-growing franchise company looking for a motivated, organized Director of Marketing to grow with us and drive the brand growth. The position is based at our Company Headquarters in Virginia Beach, VA. The Director of Marketing will oversee brand development and be responsible for creating, implementing and managing marketing initiatives to drive revenue for the franchise system and support our franchise partners. Position reports to the Vice President of Marketing.

### **Key Responsibilities**

- Manage the overall Mosquito Joe brand while balancing the local needs of franchisees.
- Lead the marketing team to develop and implement marketing strategies that drive customer recruitment and revenue for our franchise system.
- Communicate and support advertising activities with franchise owners and provide marketing support for corporate-owned franchise location(s).
- Identify and create tools that will support the marketing/advertising efforts of the franchise system.
- Formulate and oversee marketing budgets and national ad fund.
- Serve as a liaison to advertising agencies, marketing consultants, PR firms, vendors, publications, etc.
- Evaluate competitors, market conditions, and consumer research to drive intelligent marketing decisions and strategies.
- Track, monitor and analyze marketing campaigns to ensure effective measurement of marketing results, determine cost effectiveness and report on return on investment.
- Facilitate marketing sessions in conjunction with discovery days, annual meetings, training sessions and franchisee advisory groups.
- Support franchise development team with effective marketing strategies to recruit high quality franchisees.
- Active participation in annual company meetings and franchisee convention.
- Manage marketing staff; actively coach in areas of professional development and drive individual/team performance.

### **Required Qualifications**

- Bachelor's degree in Marketing, Business, or related field; Graduate degree a plus.
- Minimum 5-8 years of experience in marketing or advertising with successful track record of results.
- Minimum 1 year of experience effectively leading and developing direct staff reports.
- Demonstrated breadth of knowledge across various types of online and off-line media/marketing; including content management, social media, search engine optimization, marketing automation and advertising media.
- Experience in the franchise industry, multi-location business or advertising agency.
- Strong project management with excellent written and verbal communication skills and high attention to detail
- Strong analytical capabilities including budgetary and financial acumen.
- Experience with Adobe Creative Suite software.

**About Mosquito Joe**

Mosquito Joe is your solution to make outside fun again. We provide mosquito control services to residential and commercial customers, repelling and eliminating outdoor pests such as mosquitoes, ticks and fleas. We began franchising in late 2012 and have over 225 franchise locations sold across 27 states. We're a fast-growing company based in Virginia Beach, VA with a unique and fun culture, and we want you to join us! Learn more at [mosquitojoe.com](http://mosquitojoe.com)

**To Apply**

Qualified applicants should send a resume and cover letter including salary history and/or requirements to [angela@mosquitojoe.com](mailto:angela@mosquitojoe.com). Writing samples or portfolio work encouraged to strengthen application. Will relocate.

**Compensation**

Full-time salary plus annual bonus potential. Competitive benefits package.