

Boqueria Job Description

Position Title: VP of Marketing	FLSA status: Exempt
Reports to: CEO	Location: New York City
Department: Marketing	Prepared by: Human Resources
Date: September 2019	

Mission:

Drive the development and implementation of the company's holistic marketing strategy and creative expression – creating demand for new and existing Boqueria restaurants.

Expected Outcomes:

1. Target guests are aware of Boqueria and a favorable view of the brand as a desirable dining destination and an industry leader.
2. Generate initial guest demand at multiple new locations in different cities
3. Drive sales revenue at existing locations through reservation growth.
4. Management and operating teams receive actionable quantitative and qualitative guest insights on a regular and timely basis.

Qualifications & Skills: (Abilities)

REQUIRED:

- Ability to bring a brand to life, ensuring consistency in its expression through all marketing materials and channels (web, social, print, outdoor, etc...). by creating a clear communication strategy, and directing creative execution (planning and content direction).
- Effective agency management from selection to goal setting, managing implementation of strategy and holding agencies accountable for results. (PR, Creative, Digital (SEO) and Social)
- Can source, interpret and present internal and external guest data to provide actionable insights.
- Proactively drive guest lifecycle: attract new guests to the brand, bring current guests back to the restaurant more frequently, identify lapsed guests
- Enthusiast of polished restaurant experiences
- Able to effectively serve as spokesperson for the brand vision internally and externally.

PREFERRED

- Experience working in the restaurant or food and beverage industry.
- Experience in Public Relations and connections with bloggers and press outlets.
- Food and Beverage editorial experience.

Success factors/Competencies:

Position Related Competencies

- Strategic - Able to see and communicate the big picture in an inspiring way. Determines opportunities and threats through comprehensive analysis of current and future trends.

Boqueria Job Description

- Proactive - Acts without being told what to do. Brings new ideas to the company.
- Storytelling – Can grasp and clearly communicate the essence of a story to create a compelling narrative
- Organization and planning - Plans, organizes, schedules, and budgets in an efficient, productive manner. Focuses on key priorities.

Company Mandatory Competencies (Core Values)

- Create Connections - Demonstrate genuine interest in understanding others' needs, perspectives and motivations.
- Succeed Together - Reaches out to peers and cooperates with supervisors to establish an overall collaborative working relationship
- Own It - Takes initiative and is dependable. Holds self responsible for achievements first and foremost
- Do The Right Thing - Does not cut corners ethically. Earns trust and maintains confidences. Does what is right, now just what is politically expedient. Speaks plainly and truthfully.
- Sweat the Details – Expects personal performance and team performance to be nothing short of the best.
- Take It Up a Notch – Continually seek ways of improving experience, food and service. Accept feedback with an open mind and embraces learning opportunities.

Physical demands and work environment:

1. The physical activity for this position:

- Walking. Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.
- Fingering. Picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand as in handling.
- Talking. Expressing or exchanging ideas by means of the spoken word. Those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Hearing. Perceiving the nature of sounds at normal speaking levels with or without correction. Ability to receive detailed information through oral communication, and to make the discriminations in sound.
- Standing. Particularly for sustained periods of time.

2. The physical requirements of this position.

- Sedentary work. Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

3. The visual acuity requirements including color, depth perception, and field vision.

- The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading.

Boqueria Job Description

4. The conditions the worker will be subject to in this position.
 - None. The worker is not substantially exposed to adverse environmental conditions (such as in typical office or administrative work.)

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Disclaimer:

The information contained herein is not intended to be an all-inclusive list of the duties and responsibilities of the job, nor are they intended to be an all-inclusive list of the skills and abilities required to do the job.

Management may, at its discretion, assign or reassign duties and responsibilities to this job at any time.

Boqueria Job Description

Tasks related to each outcome

1. Target guests are aware of Boqueria and a favorable view of the brand as a desirable dining destination and an industry leader.
 - Creating and implementing communicating standards that incorporate our brand voice and brand purpose through all marketing channels in a way that understandable for both internal (employees) and external (guests & industry) audiences.
 - Help define brand architecture, graphic and communication guidelines.
 - Conceptualize marketing campaigns, brand activations, brand experiences and manage the “editorial calendar” for the brand as a whole and each of the group’s locations.
 - Oversee PR and advertising efforts
 - Coordinate brand and Chef involvement at industry events such as Aspen Food and Wine, James Beard House dinners, etc....
 - Select partners to facilitate Executive Chef/Spokesperson media training and ensure future media appearances echo brand voice, and support business needs.
2. Generate initial guest demand at multiple new locations in different cities
 - Direct market research to understand sources and patterns of business, as well as the competitive landscape.
 - Develop comprehensive new restaurant opening plan.
 - Hire local PR agencies and manage PR
 - Oversee opening events and marketing
3. Drive sales revenue at existing locations through reservation growth.
 - Create Annual brand and store marketing plans and budgets
 - Create marketing plans and lead execution including creative development.
 - Monitor Boqueria’s reputation and position (to the guest, employee, and industry) vs. key competitors nationally and in markets where we operate
 - Develop community outreach programs to neighboring business, retailers, schools, residential buildings, charities, etc....
 - Create and/or manage concierge programs
 - Source and manage business driving partnerships
 - Communicate marketing strategy and plans internally to ensure buy-in and coordination of efforts
 - Oversee allocation of resources to online and offline revenue driving efforts (from SEO to “pay to play”) and report periodically on effectiveness.
4. Management and operating teams receive actionable quantitative and qualitative guest insights on a regular and timely basis.
 - Lead any and all required market and guest research to ensure Boqueria’s leadership team has a clear understanding of the company’s guests, their needs, desires and expectations.

Boqueria Job Description

- Monitor and report guest satisfaction and insights on a regular basis.
- Monitor Boqueria's presence and standing in the marketplace vs. competitive brands and general market trends from both the guest, employee, and industry point of view.