

# Executive Director of Sales & Brand Growth

The Executive Director of Sales and Brand Growth is responsible for our presence in our local community and our sales growth. Within the restaurant, Director will be responsible for fulfilling marketing needs and team member engagement needs.

## Key Responsibilities:

- Create and implement marketing strategies
- Prepare marketing updates for weekly leadership meeting
- Work together with Social Media Coordinator to strategize our social media presence
- Manage Google presence and reviews
- Oversee Chick-fil-A One utilizing Spotlight for regular offers and communication
- Grow our influence in the community by enhancing and growing our community partnerships
- Manage Donation Requests
- Build Community within our Team to increase engagement
- Utilize Chick-fil-A's assets (Food, People, Cows, Influence) to build the brand
- Consistent and intentional coaching of the team to suggestively sell on every transaction and promote CFA One
- Successfully communicates all goals, initiatives and measurements to Team Leaders and Team Members (Annual Vision)
- Provide weekly updates due at 5:00pm on Saturday with agreed upon metrics and project details

## Success Factors:

- Quarterly team outings and milestones/promotions are celebrated
- All P.O.P. material, menu boards and marketing materials are current and creating a clean environment
- 40% Chick-fil-A One percent of sales
- Sales Growth Year over Year

## Key Traits:

- Possess a passion for people and world-class service
- Be creative and innovative to continually build the brand
- Intentional Observation of Team Leaders/Team Members for employee evaluations
- Embodies a Growth mindset and takes initiative to grow our brand
- Be able to solve problems using critical thinking skills and appropriate resources
- Offer and receive peer-to-peer coaching and accountability to continually improve the business
- Embodies the core values of the organization which include servant spirit, hustle, optimism, and ownership
- Lives out the Organization's Vision: To be East Pasco's Most Caring Company