



**SMILES WANTED!**

***FOCUS on Making People Happy!***

**At FOCUS Brands, our mission is to FOCUS on Making People Happy!**

**In addition to the requirements outlined below, an important part of this role will include living up to the following mission and values . . .**

**OUR GUIDING VALUES:**

- FOCUS on Results instead of activity as the true measurement of success.
- Be passionate about our responsibilities and act within the highest ethical standards.
  - Not settle for "good enough."
  - Treat the company's money as if it was our own.
  - Be open; always share the good as well as the bad.
- Continually seek to do things better, pursue best practices, and take calculated risks.
  - Communicate timely, effectively, and respectfully.
- Treat all FOCUS constituents as our most important assets and strive to always exceed their expectations.
  - Keep our promises.
  - Look at challenges and problems as opportunities for learning and creativity.
- Take ownership of our personal and professional development by continually seeking growth opportunities.
  - Cheer on our co-workers and, together, celebrate our successes.
  - Have fun while working hard.

<b>Role</b>	Field Marketing Manager
<b>Operating Company</b>	FOCUS Brands Inc.
<b>Business Unit</b>	Moe's Southwest Grill / Marketing
<b>Reports To</b>	Senior Marketing Manager

HUMAN RESOURCES ONLY	
<b>Prepared By</b>	A. Allen
<b>Created Date</b>	
<b>Revised Date</b>	
<b>Exempt</b>	x
<b>Non-exempt</b>	

<b>ACCOUNTABILITY</b>
The Field Marketing Manager is responsible for execution of marketing programs and development of media and local store marketing plans that will build the Moe's brand and speak to our target audiences to enable Franchise Partner profitability and long-term success and growth at FOCUS Brands.

<b>PRIMARY RESPONSIBILITIES</b>
<ul style="list-style-type: none"> <li>• Effectively communicate national marketing programs to franchisees and develop Co-op media plans based on national goals and objectives</li> <li>• Develop and communicate local store marketing initiatives that effectively promote and increase revenue at the local store level</li> <li>• Investigate and pursue non-traditional media avenues that may benefit the Moe's brand</li> <li>• Build working relationships with franchisees</li> <li>• Communicate with vendors and translate franchisee needs into actions</li> </ul>

<b>DESIRED KNOWLEDGE, SKILLS &amp; ABILITIES (KSAs)</b>
<ul style="list-style-type: none"> <li>• Four-year degree in marketing, advertising or related field</li> <li>• Demonstrated track record of success in field/promotional marketing (4+ years related work experience - restaurant experience preferred)</li> <li>• Strong written/verbal communication skills and negotiation skills</li> <li>• Ability to be a self-starter and demonstrated leadership ability</li> <li>• Ability to work in both a team environment and independently</li> <li>• Detail orientation and focus</li> <li>• Strong time management skills, ability to effectively manage multiple priorities in a rapidly changing environment.</li> <li>• Flexibility &amp; adaptability with strong intuitive abilities</li> <li>• Analytical capabilities including financial P&amp;L and general accounting and finance practices</li> <li>• Demonstrated creativity and innovation in prior projects</li> <li>• Willingness to travel up to 75%</li> <li>• Experience with Microsoft Office</li> </ul>