

# RESTAURANT TECHNOLOGIES

## DIRECTOR OF MARKETING

### JOB SPEC

#### Overview:

Solutions from Restaurant Technologies (RT) allow commercial kitchens to operate safer, smarter and more sustainably. The Director of Marketing will lead a team of marketers that keep pace with industry trends, market dynamics, competitors, and corporate strategies to align effort across the organization and profitably attract customers - adding to the over 35,000 restaurants already utilizing RT's products and services. As Director of Marketing, you and your team will work cross-functionally to define attractive markets, develop compelling messaging, form strategies with channel partners and identify opportunities for organic and inorganic growth.

#### Primary Job Accountabilities:

- Lead a team of passionate, driven marketers to deliver customer-first and innovative marketing, including implementation excellence and experimentation, as well as collaborating with cross-functional teams
- Maintain deep understanding of market trends, customer personas, and unmet market needs
- Identify attractive market segments and define unique characteristics of each
- Develop messaging framework to position RT solutions vs competitors and increase lead conversion rates with an initial focus on driving growth in National Accounts (large national restaurant chains).
- Strategically align marketing, sales, and product functions effort in audience-centric manner
- Recommend optimal communication channels to reach targeted segments (Strategic Accounts, National Accounts, Independents, and Food Service Providers)
- Identify adjacent markets and perform product/competency gap analysis
- Set Marketing Promotion Calendar and develop compelling campaigns that deliver growth
- Understand opportunities for geographical growth and recommend depot expansion priority
- Track market share growth and other key performance indicators by product, segment, and geography
- Conduct competitive analysis and adapt planning accordingly
- Form strategies working with Group Purchasing Organizations (GPOs) and Equipment Manufacturers (OEMs) and cultivate channel partnerships
- Strategically partner with third party agencies to develop compelling content and needle-moving strategies
- Set annual marketing budget and track return on investments
- Cultivate a team culture that promotes personal development and exemplifies the 5Cs (Customer, Character, Commitment, Courage, and Community)

#### Minimum Qualifications:

- Bachelor's degree in Business or Marketing
- Proven track record achieving sales growth in targeted segments
- B2B marketing experience
- Proven success in making data-driven decisions to deliver business results
- Team player with excellent interpersonal and collaboration skills
- The ability to flex between strategic and tactical activity while navigating ambiguity
- Highly motivated with an entrepreneurial mindset and the ability to work independently
- Strong communication and presentation skills
- Proficient in Microsoft Excel, PowerPoint, SEO & demand generation tools
- Willingness to travel domestically – up to 30% of the time

#### Preferred Qualifications:

- MBA
- Experience serving customers in commercial kitchens / food service
- Experience with automation and remote monitoring services
- Experience with Salesforce and Pardot (Marketing Automation by Salesforce)

#### Restaurant Technologies is an Equal Opportunity Employer

Restaurant Technologies is committed to providing a work environment that is free from discrimination and harassment in any form. It is our policy to comply with all applicable laws that provide equal opportunity in employment for all persons, and to prohibit discrimination in employment.

This job description in no way states or implies that these are the only duties to be performed by the employee in this position. Employee will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

A review of this position has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the employee will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

As a critical part of our culture of respect, we strictly prohibit any discrimination or harassment based on gender, age, race, color, religion, sexual orientation, gender identity, mental or physical disability, ancestry, pregnancy, national origin, and any other status protected by law.

We are an Equal Employment/Affirmative Action employer. We do not discriminate in hiring on the basis of sex, gender identity, sexual orientation, race, color, religious creed, national origin, physical or mental disability, protected veteran status, or any other characteristic protected by federal, state, or local law.

If you need reasonable accommodation for any part of the employment process, please contact us by email at [askHR@rti-inc.com](mailto:askHR@rti-inc.com) and let us know the nature of your request and your contact information. Requests for accommodation will be considered on a case-by-case basis. Please note that only inquiries concerning a request for reasonable accommodation will be responded to from this email address. You may also contact us at 1-888-796-4997 if you wish to speak with a resource regarding a reasonable accommodation request.

## Contact Information →

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