

Vice President of Marketing and Communications

The Opportunity

As the Vice President of Marketing & Communications at Great Clips, Inc. you will lead a high-impact team in shaping the vision and execution of a \$90M National Advertising Fund. You will be responsible for providing strategic direction and leadership of the Great Clips Brand, marketing and communications plans to drive customer count growth, enhancing franchisee profitability, engaging Great Clips, Inc. employees and franchisees, and elevating Great Clips' presence as the largest haircare brand in North America. You're a pragmatic, performance-driven marketing leader who's energized by the challenge of growing a strong brand while supporting a diverse network of franchise owners across the U.S. and Canada. You believe in accountability, listening, adapting quickly, and rolling up your sleeves when needed. You're excited by the idea of driving real-world impact through smart strategy and passionate leadership.

Your Mission

On your journey, you will focus on the following priorities:

- Accountable for the overall strategic performance of the National Advertising Fund (~\$90M in 2025) ensuring that our systemwide and local investments are ROI-driven across all channels and our plans are consistently executed to deliver on our brand promise, drive customer count growth, and elevate salon profitability.
- Collaborate with internal groups and external vendors to leverage research, data, business intelligence and customer analytics that drive marketing effectiveness and ultimately delivers customer count growth.
- Advance customer acquisition, retention, and engagement strategies.
- Drive innovation in MarTech and AI-powered marketing strategies and tactics.
- Initiate and develop ongoing strategic marketing partner and vendor relationships that leverage Great Clips assets and resources to provide maximum value and results for all Great Clips stakeholders.
- Strengthen key national partnerships with organizations such as College Football Playoff, March Madness, and the National Hockey League. Ensure that these partnerships drive brand relevance and drive customer traffic to salons.
- Launch and scale our first-ever loyalty program to drive frequency and brand preference.
- Develop and execute marketing department plans to ensure maximum support for franchisees at system, market, and salon level within Great Clips Inc. and National Advertising Fund budget guidelines.
- Direct short and long term internal / external brand and communications strategies to position Great Clips as the largest haircare brand in North America.
- Continually assemble and improve the data, resources and vendors that allow Great Clips to have an industry leading ability to execute social and digital marketing strategies.
- Partner with agencies and internal teams to improve omnichannel campaigns that drive customers to salons.
- Encourage strategic use of discounts and promotions that grow the brand and increase salon profitability.
- Collaborate with the Marketing and Advisory Review Council (elected franchisee advisory group) and individual franchisees to understand business challenges, gather feedback, and align national strategy with local needs.
- Ability to listen, earn trust, and accept direct feedback from franchisees while building strong, positive relationships to align brand strategies with local execution.
- Manage and mentor a high-performing team of four Director-level reports: Marketing Planning, Digital Marketing, Branding/Creative, and Communications. Foster a collaborative, accountable, and results-driven culture that champions innovation and agility.

Your Expertise

To land this job you will need to demonstrate, and/or possess the following:

- 10+ years of progressive marketing leadership experience, preferably in franchise, distribution, multi-unit retail, or service-based businesses.
- Significant expertise in customer lifecycle marketing, social and digital acquisition, and performance measurement.
- Deep knowledge and experience in content marketing, nurture marketing, one-to-one marketing and executing on digital marketing campaigns to drive customer and until level profit growth.
- Strong familiarity with AI-driven marketing, customer segmentation, and personalization strategies.
- High level skills using data and analytics to increase customer traffic.
- Knowledge of the strategic market planning process, media strategy and media planning; ability to develop plans that meet company goals.
- Strong financial acumen, including the ability to assess marketing performance through data and analytics. Knowledge of the variables that influence the budget, ability to use financial statements to compare actual performance with projections and take corrective actions when results differ significantly from the plan.
- Utilize high level strategic listening, thinking and problem-solving skills that allow you to envision, plan and execute various marketing programs that resonate with our target audience.
- Executive-level communication and presentation skills; confident in building credibility with internal stakeholders, franchisees, and partners.
- Collaborative leadership style with a demonstrated ability to develop high-performing teams and cultivate strong cross-functional relationships.
- Experience in launching or growing loyalty programs with measurable business results is preferred.
- Skill in preparing written materials such as correspondence, reports, materials or presentations that meet the intended purpose and are easily understood by the audience.
- Negotiation skills, such as the ability to collaborate with others to arrive at a conclusion utilizing compromise, persuasion, debate and rationale.
- Comfortable implementing and using online collaboration platforms as a communication tool.
- Ability to effectively delegate to others to better distribute work, develop the potential of direct reports, and build a strong team.
- Bachelor's degree in Marketing, Business, or related field required; MBA preferred.

Your Work Environment

This is an executive work position requiring a majority of in-office workdays and the option to work outside of the office on the remaining days. Any remote work will require reliable, secure internet. Executive leadership travel is expected several times per quarter on average.

Living the Values

We Are Kind

- Treat others the way you would like to be treated. Be humble, act honorably, and express gratitude. Respect and value everyone's role in our company's success.

We Exceed Expectations

- Innovate; be curious about what's possible. Be adaptable and eager to respond to challenges. Collaborate and work together to achieve our goals. Strive for greatness and inspire others by your example. Be proactive. Seek continuous improvement.

We Focus on Execution

- Make decisions with the belief it can be executed in 6,000 salons. Focus on impact of key brand measures. Prioritize the ability to execute quickly.

We Keep it Simple

- Set clear expectations. Make things easy to understand and execute. Stay focused on what's most important.

We Listen and Earn Trust

- Be respectfully honest; react thoughtfully. Respond quickly – 24 hours or less, and remember that personal contact is always best. Be transparent through open communication and candid conversation. Be willing to admit mistakes and fix them. Listen generously: Seek to understand other's perspectives. Act with integrity. Always. Even when no one will know.

We Make it Fun

- Smile! Find opportunities to laugh. Celebrate accomplishments and recognize the contributions of others. Approach people and situations with a positive attitude. Build a sense of community where everyone enjoys coming to work every day.

What We Offer

We offer a competitive salary, short-term and long-term performance incentives, health benefits, wellness programs, a company-matching 401K, and tuition assistance but some elements that set us apart are:

A focus on your development. We want to know what your dreams and aspirations are and hope to find ways of Great Clips helping you along in your journey. Your personalized development plan will create a path for your growth and promotion potential.

A GREAT culture. One of the most frequent compliments you will hear about Great Clips from employees, franchisees and business partners alike is that Great Clips has a GREAT culture. Our belief is that we are strongest together and therefore find it important to have an inclusive, diverse work culture. Though we embrace our differences, we all share in our 6 core values; we are kind, we listen and earn trust, we keep it simple, we focus on execution, we exceed expectations, and WE MAKE IT FUN.

A spirit of ideas and innovation. Here at Great Clips, we have a competitive lead within our industry. Though we hold a strong position, we never stop pushing ourselves forward and continue to look for new ways of delivering a powerful and enduring brand.

About Great Clips

With more than 4,400 franchised salons throughout the United States and Canada (all 50 states and four provinces), Great Clips is the world's largest haircutting salon brand. Our salon owners and corporate staff are dedicated to our salon communities with a focus on philanthropic and volunteer activities. Great Clips, Inc. employees are passionate about what we do and our technology team excels in finding ways to use technology to make what we do even better.

Great Clips Inc. is an Equal Opportunity Employer that values the strength diversity brings to the workplace. Great Clips Inc. participates in the US E-Verify program. With all new hires, we provide the Social Security Administration and, if applicable, the U.S. Department of Homeland Security with information from each new employee's Form I-9 to confirm work authorization. This role is not eligible for immigration sponsorship.

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