

**Job Role/Title:** **Chicken Republic Marketing Manager**

**Reporting to:** **Brand Development Director**

**Job Theme:** *Planning, developing & implementing marketing, advertising and in-store promotional campaigns. Building and maintaining media and supplier relations including: Writing briefs, sourcing quotations, proof-reading materials, booking and placing media, handling negotiations and managing budgets, whilst ensuring quality control and overall brand integrity at all touch-points.*

**Job Objectives:** *Assist us to develop and maintain a leading market position for our flagship brand Chicken Republic that is based on improved brand awareness, higher levels of customer preference and repeat business that results in an increase in sales and a more energetic internal team spirit.*

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## **Key Responsibilities:**

### **Brand Ownership and Stewardship**

1. Develop a solid understanding of the Chicken Republic brand and all its components
2. Serve as the centre of knowledge, the key correspondent and brand custodian for the Chicken Republic brand across Africa
3. Source, build, manage and maintain strong relationships with advertising agencies, PR agents, printers, media partners (above and below the line) and all other marketing related suppliers
4. Work closely with suppliers (as above) to produce effective above and below the line advertising on and off line, social networking media and in-store materials (merchandising and POS), as well as, packaging, menu boards, in-store graphics, corporate uniforms, promotional clothing and other promotional items
5. Produce accurate written briefs that transfer brand insight and supply relevant brand materials in a concise and meaningful way
6. Proof read materials to ensure accurate brand translation across suppliers and activities
7. Plan and manage events and sponsorship opportunities that are in-line with brand-building objectives
8. Work closely with restaurant managers and franchisees to ensure that brand materials are displayed correctly in-store and that campaign initiatives are effectively communicated and properly understood
9. Act as a liaison with other departmental heads to ensure effective marketing and brand communication internally
10. Ensure effective and accurate representation of the Chicken Republic brand across all touch points
11. Maintain advertising and PR guard books on a regular basis
12. Update the brand's website and social media sites on a regular basis

### **Strategy Development, Planning & Reporting**

1. Support the brand development director to develop strategy documents, marketing calendars, presentations and budgets
2. Define what success looks like for store promotions, events and consumer experiences, benchmarking industry leaders and analysing results.

3. Suggest and identify opportunities to leverage proven brand retail successes in store and across all channels.
4. In partnership with the group brand development director, drive development and innovation in existing programs, including but not limited to Grand Openings, Loyalty Clubs, Promotional Offers, Seasonal Promotions, General Brand Awareness Campaigns, Direct Marketing, Web and Social Media
5. Perform in depth reviews of campaign execution, consumer experience and impact on store sales, sharing key learning's and insights with Marketing, Visual, Merchandising and Store Operations colleagues. Gather and collate information necessary to measuring campaign feasibility and ROI against footfall and sales effectively
6. Visit new and existing store locations regularly to identify marketing opportunities
7. Actively benchmark competitors and monitor industry trends, as well as, internal consumer insights to drive continued improvement of consumer experiences.
8. Update the marketing tasks page, allocate and brief new projects (internally and externally), follow up on deadlines and communicate clearly, keeping all relevant parties informed of progress and possible delays throughout the lifecycle of each project
9. Spearhead market research initiatives and assist the brand development director with the analysis thereof
10. Source comparative quotes, assess new suppliers and handle negotiations (notwithstanding sustainable payment terms)

### **Relationship Management**

1. Build, manage and maintain strong relationships with suppliers, partners, co-workers, franchises, customers and management
2. Communicate clearly, efficiently and with the utmost respect for all people at all times

### **Ownership, Management and Leadership**

3. Help to ensure achievement of agreed business goals, by month, by quarter and annually
4. Develop and administer policies, values and practices aimed at ensuring optimal utilization of the department's resources
5. Support with the development of a culture that is based on the values of the brand, team and organisation as a whole

### **Regulatory**

1. Ensure compliance with any and all requirements defined/established by Government Regulatory agencies (LASSA) and maintain an over-arching responsibility for marketing/advertising activities in the markets that the Chicken Republic brand operates
2. Ensure the Chicken Republic brand is registered to operate in all target markets

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### **Key Performance Indicators:**

1. Creativity and the ability to come spearhead innovative marketing solutions that result in:
  - a. Greater brand awareness
  - b. Higher levels of consumer preference
  - c. Repeat business and customer loyalty
  - d. Increased footfall and sales
  - e. Measurable ROI
2. Accuracy of brand translation across all touch points
3. Ratio of Negative to Positive Press Mentions

4. Meeting Budget Requirements
  5. Attitude and ability to conduct business in line with shared organisational value systems
  6. Ability to build and retain relationships with suppliers and partners inside and outside of the office
  7. Negotiation skills
  8. Ability to meet deadlines
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## Skills, Competencies and Requirements:

### Functional Competencies/ General Requirements:

1. Outstanding communication skills
2. A strong command of the English language (verbal & written)
3. A solid understanding of marketing, branding and advertising
4. Good insight into local (Nigerian) market trends, specifically as they apply to:
  - a. The food, restaurant and FMCG sectors
  - b. The emerging middle class
  - c. The youth and young adult markets
5. Excellent people and relationship management skills
6. Strong negotiation skills
7. Highly responsive, with good organisation skills
8. Strong Time Management & Multi-tasking skills
9. Apply fastidious attention to detail
10. Ability to plan, schedule and coordinate effectively
11. Good computer skills:
  - a. **Essential:** MS Word; Excel; PowerPoint; Outlook; Explorer
  - b. **Added Bonus:** Corel Draw; Adobe Photoshop, Illustrator, Acrobat, Wordpress

### Educational Qualifications/Experience:

1. Minimum of university degree (BA, MBA or Master's in marketing/communication)
2. Minimum of 5 years working experience in either:
  - a. A leading advertising/marketing/PR agency environment
  - b. An assistant marketing/brand management position within a prominent food, retail or FMCG company
3. International exposure will be to your advantage

### Desired Personal Attributes:

1. Passion and commitment
2. Willingness to learn and desire to grow
3. Integrity
4. Proactive
5. Results orientated
6. Creative, innovative and solutions driven
7. Ability to think strategically and follow through
8. Assertiveness & tenacity
9. Strong cerebral capacity
10. Ability to work with all levels of management, build partnerships and teams
11. Highly organized, with significant ability to multi-task effectively
12. Ability to cope with and work well under pressure
13. **A fun and happy demeanour with a good sense of humour and a big smile**