JOB DESCRIPTION

POSITION TITLE: Director, Brand & Consumer Advocate

DEPARTMENT/LOCATION: Marketing / Main Office

JOB CODE: 4121

CLASSIFICATION: Exempt

SALARY GRADE: 13

JOB FAMILY: JF 2

APPROVED BY: ELT

DATE: October 21, 2009

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Senior Vice President of Sales, Merchandising, Marketing & Advertising

POSITIONS SUPERVISED: TBD

POSITION PURPOSE

The Director, Brand & Consumer Advocate plans, directs and oversees the development and implementation of marketing plans, brand strategy, customer relationship management and consumer insight to create interest, demand, loyalty and brand recognition for Raley’s.

ESSENTIAL JOB FUNCTIONS AND BASIC DUTIES

1. *Responsible for developing and implementing short- and long-term marketing plans to grow and/or protect market share in conjunction with the Senior Vice President of Sales, Merchandising, Marketing & Advertising.
   a. Develops and implements comprehensive strategic marketing plans to provide direction and focus and underscore the uniqueness of Raley’s versus the competition.
   b. Establishes specific targets to retain customers, build loyalty and grow the business.
   c. Establishes a core brand strategy and positioning in order to reinforce key points of difference in the marketplace.
   d. Participates in the formulation of direction and plans for long-term customer loyalty management, as well as, be a true consumer advocate.
   e. Creates a brand attribute tracking system to identify core strengths, weaknesses and key development opportunities for Raley’s.
f. Develops a system to regularly monitor, evaluate and report on results of marketing strategies, customer insight and feedback. Appropriately modifies strategies and programs based on corresponding objectives, results and competitive dynamics.

g. Provides management with fact-based customer feedback, insight and is personally engaged directly with consumers on a regular basis.

h. Ensures execution of marketing tactics and programs.

i. Supports development of the company’s strategic plan.

2. **Responsible for market research efforts to leverage and build brand awareness and support marketing strategies for customer retention and growth.**

   a. Works closely with research vendors to collect and analyze market research data.

   b. Researches and recommends market research vendors to continually uncover key consumer insights; share results internally in order to develop strategies.

   c. Responsible for developing a comprehensive customer relationship management system, in conjunction with Information Technology, to provide regular insight, consumer feedback, recommendations and reporting on key measurements.

3. **Responsible for building and maintaining a strong collaborative working relationship with other departments.**

   a. Participate in a collaborative weekly Advertising Meeting with Operations and Merchandising departments.

   b. Works closely with Information Technology and external vendors.

4. **Responsible for retaining, leading and managing existing and new Marketing staff.**

   a. Manages a staff to include: hiring, training and development, counseling, goal setting, performance evaluation, discipline and termination.

   b. As a member of the management team, thoroughly understands and implements the Corporate Salary Administration program.

   c. Monitor processes, programs and results on regular intervals.

   d. Provide coaching and mentoring to the marketing team.

5. **Responsible for developing and managing Marketing budget.**

   a. Establish an annual marketing department expense budget.

6. **Establishes a scorecard with key measures to track success of marketing strategies and plans.**

7. The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required.

**PERFORMANCE MEASUREMENTS**

1. Effective leadership of marketing department staff.

2. Successfully launch CRM.

3. Increased shopper counts, basket size, website traffic, customer loyalty, core brand strengths attributed to marketing strategies.

4. Decreased core brand weaknesses attributed to marketing strategies.

5. Financial projections showing the feasibility and profitability of marketing plans and will be accountable for the accuracy of the projections.

6. Success in developing and executing comprehensive, integrated consumer targeted marketing programs and campaigns.

7. Demonstrated competitor knowledge; understanding of competitor growth and marketing strategies.

8. Establishment and maintenance of positive business relationships with internal and external customers.

9. Accomplishes essential job responsibilities in accordance with established standard operating procedures.
### MINIMUM QUALIFICATIONS

**EDUCATION AND EXPERIENCE:** Bachelor’s degree in marketing or a related field, plus ten (10) to twelve (12) years of related marketing experience including five (5)+ years of retail Customer Relationship Management (CRM) experience, or an equivalent combination of education and experience. Master’s degree in marketing or an MBA preferred. Experience in retail marketing preferred.

**REQUIRED KNOWLEDGE:** Possesses and applies a broad knowledge of the principles, practices, and procedures of marketing. Applies advanced knowledge to complex business issues, develops innovative solutions and is regarded as a subject matter expert both internally and externally. Proven managerial and leadership skills with ability to successfully motivate and lead direct reports and cross-functional teams.

**SKILLS/ABILITIES:** Must demonstrate:
- Outstanding interpersonal skills.
- Ability to build strong relationships, collaborate across functions and have fun doing it!
- Experience and success in developing others…enjoys being a mentor.
- Excellent written and verbal communication and presentation skills.
- Ability to understand customer mind to win market share in competitive food retail industry.
- Creative problem solving skills.
- Interest in continuous learning around food.
- Ability to multi-task and meet tight deadlines.
- Ability to track and manage budgets at or below agreed upon budget.
- A record of success in positions of increasing responsibility.
- Ability to support creation and implementation of successful customer acquisition and retention strategies through Marketing Managers and their divisions.
- Strong computer skills including the ability to operate various software programs including PowerPoint.
- Strong analytical skills and the ability to make sound business decisions.
- Ability to maintain effective communication and working relationships with all levels of the organization and business contacts.

**DEMONSTRATED COMPETENCIES:**

*Dealing with Ambiguity* - Can effectively cope with change; can shift gears comfortably; can decide and act without having the total picture; isn’t upset when things are up in the air; doesn’t have to finish things before moving on; can comfortably handle risk and uncertainty.

*Business Acumen* - Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, and information affecting his/her business and organization; knows the competition; is aware of how strategies and tactics work in the marketplace.
Customer Focus - Is dedicated to meeting expectations and requirements of both internal and external customers; acts with customer in mind; gets first-hand customer information and uses it for improvements in products and services; establishes and maintains effective relationships with customers and gains their trust and respect.

Delegation - Clearly and comfortably delegates both routine and important tasks and decisions; broadly shares both responsibility and accountability; tends to trust people to perform; lets direct reports finish their own work.

Directing Others - Is good at establishing clear directions; sets stretching objectives; distributes the workload appropriately; lays out work in a well-planned and organized manner; maintains two-way dialogue with others on work and results; brings out the best in people; is a clear communicator.

Integrity and Trust - Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn’t misrepresent him/herself for personal gain.

Motivating Others - Creates a climate in which people want to do their best; can motivate many kinds of direct reports and team or project members; can assess each person’s hot button and use it to get the best out of him/her; pushes tasks and decisions down; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with.

Planning - Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments; anticipates and adjusts for problems and roadblocks; measures performance against goals; evaluates results.

Priority Setting - Spends his/her time and the time of others on what’s important; quickly zeros in on the critical few and puts the trivial many aside; can quickly sense what will help or hinder accomplishing a goal; eliminates roadblocks; creates focus.

Problem Solving - Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn’t stop at the first answers.

Process Management - Good at figuring out the processes necessary to get things done; knows how to organize people and activities; understands how to separate and combine tasks into efficient work flow; knows what to measure and how to measure it; can see opportunities for synergy and integration where others can’t; can simplify complex processes; gets more out of fewer resources.

Time Management - Uses his/her time effectively and efficiently; values time; concentrates his/her efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities.

CERTIFICATIONS REQUIRED
Not applicable.
PHYSICAL DEMANDS - Employees may occasionally experience the following physical demands for extended periods of time:

Must be able to travel by car and airplane.
Telephone usage to communicate with internal customers and vendors.
Sitting; frequent sedentary work.
Viewing computer monitor; average, ordinary visual acuity necessary to prepare documents, enter data into computer system, read reports and from computer monitor.
Keyboarding; use of fingers to make small movements such as typing.

WORK ENVIRONMENT
Work is performed in a normal business office environment. Extended workdays are a frequent occurrence. Frequent travel to different store locations or meetings.

*Denotes essential job function
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