



## POSITION DESCRIPTION

**Title:** Marketing Manager  
**Department:** Marketing  
**Reports To:** VP, Marketing & PR  
**Supervises:** N/A  
**Category:** Exempt

### ABOUT THE COMPANY

Founded in 1989 by CEO Tim Harmon and President Jon Swanson, Moana Restaurant Group specializes in crafting unique dining experiences that are sophisticated yet approachable, vibrant and casually elegant: it is a recipe called modern luxury. With 30+ restaurants and three boutique hotels in California, Oregon, Washington, Colorado, Texas, Arizona, Mexico and Hawaii, Moana's restaurants range from casual neighborhood bistros to refined dining destinations that transform the simple to sublime.

A growing company, Moana's portfolio includes: Corners Tavern, Walnut Creek; Molina, Mill Valley; The Farmers Union, San Jose; Stone Brewing San Diego; Paragon San Francisco and Portland; El Dorado Hotel & Kitchen, Sonoma; Plantation Gardens, Kauai; Hacienda Cocina y Cantina, Cabo San Lucas, Mexico; Irving Street Kitchen, Portland; nine Piatti restaurants; Lark Creek Kitchen at Santana Row in San Jose; Lark Creek Steak and Cupola Pizzeria in San Francisco; Lark Creek Walnut Creek; Yankee Pier in Lafayette and at Terminal 3 San Francisco International Airport; Parcel 104 at the Santa Clara Marriott; and Lark Creek Grill at Terminal 2 San Francisco International Airport.

Visit [www.moanarestaurantgroup.com](http://www.moanarestaurantgroup.com) for more information.

### POSITION SUMMARY:

Working with the VP of Marketing, the Marketing Manager is responsible for day-to-day execution and implementation of restaurant and hotel marketing and advertising initiatives for our individual brands. If you like the flexibility to be creative, think on your feet, work directly with our GMs, Chefs and bartenders on how to best get their business noticed and do so with an entrepreneurial spirit, this is the opportunity for you. We are a small, but growing, company that thrives on individual leadership and embraces doing business in a new way. This position will contribute to brand awareness and company sales and profitability goals through traditional marketing channels as well as new and emerging digital technologies.

**ESSENTIAL FUNCTIONS:**

- Develop and maintain relationships and communication with key partners in Operations to create solid marketing plans and serve as the primary point of contact for many of the properties
- Drive strategy and plan and execute marketing initiatives for new projects, menu changes, special menus, remodels and rebranding campaigns
- Manage annual marketing budgets for individual properties
- Manage brand promotions to drive sales
- Conduct regular research analysis of existing and new digital marketing platforms to determine effectiveness
- Manage online restaurant/hotel review platforms and vendors (Yelp, Open Table, Trip Advisor, Urban Spoon)
- Approve all local print advertising and manage graphic designers on ad creation
- Recommend development and implement in-store marketing materials as appropriate
- Develop and execute customer acquisition and retention marketing programs, web-based, database, and direct to consumer marketing
- Lead wedding marketing outreach for our destination properties
- Oversee newsletter campaigns for the group to include holiday promotions
- Manage advertising and public relations agencies, utilizing them as resources for brand and revenue enhancement programs
- Manage all digital marketing initiatives
- Manage advertising and partnership development for specific properties
- Work with social media consultant to provide content
- Provide on-site event support where necessary

**REQUIRED COMPETENCIES:**

- Bachelor's degree from an accredited university in business, marketing or related major is preferred but not required
- 2-4 years of related work experience, preferably in the hospitality industry
- Exceptional written and oral communication skills
- Dynamic team player with great collaborative and interpersonal skills
- Strong personal leadership, organizational, relationship building and negotiation skills
- Self starter who can work independently: displays self-confidence, enthusiasm and strong customer service orientation
- Demonstrated effectiveness in working in a complex, service-intensive, deadline-driven environment
- Extremely detailed oriented while juggling multiple projects and many stakeholders
- Ability to travel on occasion to visit properties, manage photo/video shoots, meet with contacts in each market and drive marketing agendas (5%)

**OTHER ABILITIES:**

- Exercise good judgment

- Think clearly and quickly, maintain concentration and make concise decisions in pressure situations
- Prioritize, organize and follow up
- Attention to details

**HOW TO APPLY**

Submit your resume and cover letter electronically to [tami@moanarestaurantgroup.com](mailto:tami@moanarestaurantgroup.com) for consideration. We will be in touch with the candidates who best fit the position. Please, no phone calls.