



DIRECTOR OF MARKETING

Legacy Hall / The Food Hall Company

The Food Hall Co., a subsidiary of Front Burner Restaurants with 14 trend-setting restaurant concepts, is a leader in creating innovative European-style food halls which are today among the most in-demand dining and drinking destinations in the nation. The company intends to be the national leader in food hall development and management. Toward that end, the company has multiple food halls in the works.

[Legacy Hall](#), the first of its kind in Texas, opened in 2017. It is equal parts food hall, beer garden, craft brewery, and live entertainment destination. The three-story, 55,000 square foot building features 22 artisanal food stalls run by local chefs and aspiring restaurateurs provide the very best in food theater, showcasing the sights, smells, sounds, and tastes of an array of international cuisines made in open kitchens where the art of cooking is on display. Multiple craft cocktail bars, a natural wine bar and a full-fledged craft brewery called [Unlawful Assembly](#) at the top of the hall, offer guests the perfect pairing of food and drink. The Box Garden [opening Spring 2018] serves as the backyard to it all—an outdoor beer garden and live music/entertainment venue seating over 1,500, that's comprised of reclaimed shipping containers. It has a large music



stage and digital screen for events plus several additional bars and food stalls in the box cars for the ultimate patio experience.

The Nashville Food Hall is a massive 100,000 square foot hall, brewery and rooftop live music venue in downtown Nashville's Fifth + Broadway development. It sits at the heart of the most dynamic intersection of music in the entire country -- neighbor to the historic Ryman Auditorium, the Bridgestone Arena (the world's number six venue for ticket sales) and the rollicking Honky Tonk Row at Lower Broadway. Blocks from legendary destinations like the iconic Country Music Hall of Fame.

The company is working on several other food halls in major metropolitan areas that are in various stages of planning and design.

Role Description

We are seeking an experienced Director of Marketing for this innovative company – a true marketer who has the depth of experience and energy to lead all three critical aspects of food hall marketing at Legacy Hall – 22 artisanal food stalls + onsite craft brewery + live music/entertainment venue. This is a role for someone who wants to be at the forefront of innovation in the industry and help build a growth company from the bottom up.

The ideal candidate will have significantly grown traffic and revenue at a hospitality/entertainment oriented business through a multi-channel marketing strategy and robust calendar of musical acts and special events. We want to hear about how you developed the strategy, hired the right team/agencies/partners, worked cross-functionally with operations and sponsors, and deployed creative multi-channel marketing that drove high consumer awareness, engagement and traffic.

Responsibilities

You will be a key leader of the Food Hall Company reporting to the CMO. You'll develop the marketing strategy for Legacy Hall, Unlawful Assembly Brewery and the Box Garden [live entertainment venue], and in the process, create the marketing model for the other food halls that the company is developing. The ultimate goal is to build trusted brands, drive sustained weekly traffic and achieve revenue objectives for food, LBW and event ticket sales.

This is a hands-on role_– you'll manage a small team and agencies, and will have to roll-up your sleeves in order to execute marketing initiatives including market research, branding, marketing communications, digital marketing, public relations, content &



social media marketing, sponsorship marketing, promotions and importantly, the creation and marketing execution of a robust calendar of events and music acts.

Strategy

- Develop the marketing strategy to achieve brand awareness, industry leadership and revenue growth goals
- Develop, mentor and manage a small team of marketing managers, agencies and contractors

Brand & Creative

- Work with executive management and external agencies to refine the brand identity and creative assets. Own the brand style guidelines and creative execution then ensure all marketing is on-brand, consistent in style, quality, and tone, and optimized across channels of content.
- Build brand awareness and affinity for Legacy Hall while also assisting the CMO in developing the brand and digital identity for new markets.

Customer Acquisition

- Develop the annual marketing plan, events calendar and budget --- all focused on increasing consumer discovery, engagement, trial, retention and frequency
- Own and execute a robust calendar of traffic-driving events/music/experiences inclusive of holidays, festivals, music acts, tap room events, beer releases, food/beer collaborations, special contests, local community events, watch parties, etc. etc.
- Work closely with sponsors to create integrated marketing campaigns featuring their brands and ours in a way that builds the overall guest experience.
- Execute unique consumer acquisition campaigns leveraging high impact mix of paid advertising -- digital, print, social, and radio
- Develop ongoing social media marketing and email marketing programs to drive high rates of consumer awareness, engagement and retention – pulling them back to the Hall over and over again for events, music acts, beer releases, etc.
- Drive sustained earned media coverage in key publications by developing differentiated communications and actively managing PR agencies
- Identify, plan and execute local marketing opportunities and grass roots tactics

Web Presence, Marketing Operations & Analytics

- Build, maintain and enhance brand websites and extended digital presence across online directories, social media and review sites



- Build the online reputation to 4+ stars by monitoring guest reviews and social sentiment, responding to comments and pulling in new positive reviews
- Select and lead external agencies in the production of impactful creative/design, advertising, videos, signage and PR messaging.
- Design and produce impactful in-store marketing materials in collaboration with the GM, food stall owners, brewery and bar staff
- Create marketing strategy to drive bookings of groups/private parties including sales tools and campaigns that drive inbound leads to the events sales team
- Analyze consumer insights and feedback into actionable improvements.
- Measure, test and optimize key programs and drive continuous improvement for campaigns and creative
- Partner with FP&A and Operations to develop a marketing dashboard of performance metrics and analyze results of programs in order to adjust tactics/budgets to achieve higher ROI on marketing spend

REQUIREMENTS

The ideal candidate will be a strategic marketer with proven experience in building a high-performance marketing organization, implementing best practices and driving for results with a lifestyle and aspirational brand. He/she will have a clear understanding of the strategic role Marketing plays in delivering business results.

- **Knows marketing:** 7+ years of relevant experience in the restaurant, event venue, hospitality, retail or consumer goods industries – *live entertainment venue/music marketing experience strongly preferred*. Bachelor's degree in Marketing, Advertising, Communications or Business.
- **Develops strong brands:** Comprehensive knowledge of brand management with demonstrated success of building brands consumers love and promote to their friends and social networks.
- **Delivers results:** Focuses on the critical few objectives that add the most value, and channels own and others' energy to consistently deliver results
- **Balances immediate and long term priorities:** Meets critical objectives while considering the impact of those decisions and activities on the ability to achieve long-term goals. Repeated success managing multiple projects under tight deadlines, strong understanding of the P&L side of the business.
- **Promotes creative thinking:** Fosters a work environment that fosters creative thinking, innovative and rational risk taking. Proven experience in development of successful advertising and PR campaigns
- **Develops and inspires others:** Identifies, attracts and retains top talent to ensure bench strength for the future. Natural team leader with a strong inclination for coaching, developing and motivating others.



Attributes For Success

- **Fun and Friendly** – this is a place people go to have fun, so if your friends wouldn't describe you as fun then don't bother applying
- **Curious** – you have a native interest in exploring the latest events, products and trends in food, drink, and entertainment
- **Self-starter** – you have an entrepreneurial spirit, take ownership and drive things ahead with ease. self-directed, strong planning and organization, drive for results, time management, decisive, ability to influence change, strategic agility, quality management
- **Mature** – you are confident and professional with the presence to effectively manage the team and relationships across the company, as well as agencies and media
- **Detailed** – you know that the little things matter and make the difference in results
- **Adaptable**— you easily deal with different personalities and a highly dynamic consumer environment with lots of changes and unexpected events. Desire and flexibility to assume the roles of individual contributor, team player and leader simultaneously as the organization evolves
- **Accountable** – you have a high standard of excellence for yourself and the marketing team around project delivery, standard of excellence, and operational effectiveness.