

Brand Marketing Manager

c£40k & bonus & benefits • London

A brand inspired by the colourful cultures of America's Deep South, Old Orleans has 31 restaurants, each offering an unbeatable combination of great food, a separate bar area and good ol' fashioned hospitality. Following recent acquisition by the Regent Inns portfolio, the brand is poised for a £multi-million capital injection and there are plans to open up to 70 more restaurants within five years.

Your aim will be to develop our retail offer and improve our brand proposition, setting the Old Orleans tone of the brand in the hearts of consumers and our own people. You'll be responsible for the marketing plans of restaurants, planning and evolving the brand strategy, as well as implementing tactical activity. This will involve leading a cross-functional team to take an holistic approach to the brand, introducing sales initiatives and driving change through robust consumer insight.

A dynamic, influential and experienced marketer, you'll be adept at contributing to brand strategy, yet equally accomplished at implementing and evaluating activity. A numerate and commercially focused team player, you'll relish the chance to prove yourself beyond the normal marketing remit. A multi-site leisure or restaurant background would naturally be a bonus.

In return, you can look forward to a competitive salary with a 20% bonus potential, car (or allowance) and other benefits.

Please apply with CV and covering letter to: Kit Taylor, Portfolio, 28 Essex Street, London WC2R 3AT, email kit.taylor@portfolio.com or tel. 0207 108 1000. www.portfoliointernational.com

www.regent-inns.co.uk

OLD ORLEANS
RESTAURANT AND BAR