

Vəzifə təlimatı

Vəzifə:	Brand Director
Şirkət:	FBCO
Departament:	Division:
Hesabat:	Management Board
Tabeliyində olan:	Operational Manager
İş xülasəsi:	<p>The Brand Director is a strategic executive responsible for driving the growth, development, and overall success of the brand. As the leader of the brand, they develop and execute a comprehensive strategy that encompasses all aspects of the business, including marketing, operations, finance, and supply chain management.</p> <p>The Brand Director is accountable for meeting the development targets and other key objectives established by the board. They continuously analyze market trends, consumer preferences, and competitor activities to identify opportunities for innovation, differentiation, and expansion. They lead cross-functional teams in developing and implementing initiatives that enhance the customer experience, drive sales, and improve operational efficiency.</p> <p>Collaboration is a key aspect of the Brand Director's role. They build and maintain strong relationships with key stakeholders, such as the franchiser, suppliers, and industry partners.</p> <p>The Brand Director fosters a culture of excellence and empowers their team to deliver exceptional results.</p> <p>As the primary decision-maker for the brand, the Brand Director takes full responsibility for the brand's performance, setting strategic goals and navigating challenges effectively. They ensure the brand's financial health, driving profitable growth and long-term sustainability.</p>
Öhdəliklər:	<p>Brand Strategy and Positioning:</p> <ul style="list-style-type: none"><li>Define and implement the overall brand strategy, ensuring it resonates with the target audience and differentiates the brand from competitors.</li><li>Monitor market trends, consumer preferences, and competitor activities to inform brand strategies and drive growth.</li><li>Foster innovation and continuously improve the brand's offerings, including new products, store designs, and technology-driven solutions to enhance the customer experience.</li></ul> <p>Brand Leadership and Quality Assurance:</p> <ul style="list-style-type: none"><li>Lead and motivate the brand team, including the Operations Manager, to deliver exceptional quality and customer experiences that align with the brand's vision and values.</li></ul>

- Establish and communicate clear brand standards and objectives to ensure consistency and excellence across all stores.
- Conduct regular brand audits and quality assessments to identify areas for improvement and implement necessary changes in collaboration with the Operations Manager.

## Operational Management Oversight:

- Oversee the operational performance of the stores, ensuring alignment with brand standards, objectives, and compliance requirements.
- Collaborate with the Operations Manager to develop and implement strategies that enhance the brand's presence, customer experience, and quality assurance.
- Monitors key performance indicators (KPIs) related to store operations and works with the Operations Manager to address any issues or opportunities for improvement.

## Personnel Management Oversight:

- Work closely with the Operations Manager and Human Resources to ensure that the stores are adequately staffed with talented individuals who embody the brand's values.
- Provide guidance and support to the Operations Manager in creating a positive work environment that fosters employee engagement and development.
- Review performance evaluation metrics and provide strategic input on staff development and training initiatives to align with the brand's goals.

## Financial Management and Supply Chain Oversight:

- Oversee the preparation and management of budgets, including revenue and expense forecasting, to ensure the brand's financial health and profitability.
- Monitor financial performance, analyze variances, and implement improvement actions.
- Implement cost control measures while maximizing revenue opportunities.
- Negotiate contracts and terms with key suppliers to ensure quality and cost-effectiveness, working closely with the Operations Manager and Supply Chain team.

## Team Development and Collaboration:

- Foster a culture of collaboration and open communication within the brand team, encouraging the sharing of ideas and best practices.
- Work closely with the Operations Manager to develop and implement training programs that empower store managers and employees to deliver exceptional service and embody the brand's values.
- Facilitate cross-functional collaboration between the brand team and other departments, such as marketing, product development, and

	<p>finance, to ensure a cohesive brand experience.</p> <p>Marketing and Sales:</p> <ul style="list-style-type: none"> <li>• Collaborate with the Marketing Manager to implement effective marketing campaigns, promotions, and sales strategies that drive brand growth.</li> <li>• Monitor and analyze sales data to identify opportunities for improvement and inform strategic decisions.</li> </ul> <p>Development:</p> <ul style="list-style-type: none"> <li>• Oversee the expansion of Gloria Jean's Coffees stores chain, aiming to open 2-3 new stores each year over the next 5-7 years.</li> <li>• Conduct market research and feasibility studies to identify potential locations for new stores and assess the viability of expanding into overseas markets where the company has business interests.</li> </ul> <p>Stakeholder Management:</p> <ul style="list-style-type: none"> <li>• Build and maintain strong relationships with key stakeholders, including franchisees, investors, and industry partners, to support brand growth and success.</li> </ul>
<b>Məsuliyyət sahəsi:</b>	<ul style="list-style-type: none"> <li>• Stakeholder Management</li> <li>• Development</li> <li>• Marketing and Sales</li> <li>• Team Development and Collaboration</li> <li>• Financial Management and Supply Chain Oversight</li> <li>• Personnel Management Oversight</li> <li>• Operational Management Oversight</li> <li>• Brand Strategy and Positioning</li> </ul>
<b>Vəzifə tələbləri:</b>	<p><b>Professional biliklər</b></p> <ul style="list-style-type: none"> <li>• English Language - Above Average</li> <li>• MS Office</li> </ul> <p><b>Təhsil</b></p> <ul style="list-style-type: none"> <li>• Bachelors in Business Management or a related field</li> </ul> <p><b>İş təcrübəsi</b></p> <ul style="list-style-type: none"> <li>• Proven track record in the food service industry and extensive management experience.</li> </ul> <p><b>Professional skills and competencies</b></p> <ul style="list-style-type: none"> <li>• Leadership and communication skills.</li> <li>• Financial competence</li> <li>• Problem solving and decision making skills.</li> <li>• Ability to multi-task and work in a fast-paced environment.</li> <li>• Ability to use point of sale (POS) systems and business software.</li> </ul>

# SİNTEKS

<b>Tərtib edən:</b> <b>Təsdiq:</b> <b>Tanış oldu:</b>	• Knowledge of food safety regulations and health standards.		
	Position created by	<b>Tarix:</b>	Date
	Position Confirmed by	<b>Tarix:</b>	Date
		<b>Tarix:</b>	