



executive search +
management consultants

Telephone: 604.688.6192

Fax: 604.688.6197

www.janetdavid.com

Janet David + Associates Inc.
300-1055 West Hastings Street
Vancouver BC V6E 2E9

Manager, Marketing Knowledge

The second largest burger chain in Canada, A&W Food Services of Canada Inc. is a Canadian owned company that generates over \$1 billion in revenues through more than 850 franchised restaurants. With a steadfast commitment to Climate and strategy, A&W has consistently earned recognition as a highly successful enterprise and one of Canada's Best Managed Companies.

Based at A&W's Corporate Home Office in North Vancouver, the position reports to the Senior Director of Marketing, Brand Communications. The Assistant Manager, Marketing Analysis reports to the Manager, Marketing Knowledge. The Manager, Marketing Knowledge is responsible for the research and insights that inform and measure the success of the Marketing Strategy. The position plays a pivotal decision-support function and serves as the principal in-house market researcher and market research coordinator at A&W. As such, the Manager, Marketing Knowledge undertakes substantive hands-on analysis and collaborates with internal and external partners to pose penetrating questions and to gather and analyze relevant qualitative and quantitative data.

The Manager, Marketing Knowledge also commissions, manages and summarizes learnings for all external marketing research, including brand and advertising tracking and ad-hoc special projects. The position provides analysis and recommendations that guide a wide range of marketing and innovation program decisions made by the Marketing and Strategy teams as well as by the National Advertising Advisory Council and Standards Boards. The Manager, Marketing Knowledge works closely with franchisees and with members of A&W's corporate Marketing, Purchasing & Distribution, Operations, Innovation and Business Analytics teams.

The ideal candidate is a strategic thinker with a passion for framing break-through questions and for gathering and analyzing facts and data that drive wise and timely decisions that create positive results. Proactive and collaborative, the candidate must possess a very strong aptitude for statistical and quantitative analysis and advanced skills in Excel. Highly curious and positively competitive, the candidate must have superb presentation skills and a strong understanding of market research methods. The candidate must be able to clearly describe insights, issues and data in ways that enable informed discussion of options and decisive action. The candidate must have excellent strategic, organizational, negotiating and influencing skills. Proactive with a high degree of self-awareness and a strong drive for results, the desired candidate is a high-integrity professional who can readily build rapport and inspire trust with a diverse array of individuals, including colleagues, franchisees, and partners.

The candidate must have a genuine interest in, and aptitude for, analyzing data to make sound business decisions. Able to meet deadlines and to work accurately with details without losing focus on the big picture, the candidate must be a thoughtful and calm listener who is able to communicate orally and in writing to effectively present cogent business cases and persuade others. The candidate must be able to work both independently and as a team player in a fast-paced context with competing priorities and multiple projects. Preferably, the candidate has a post-secondary degree or diploma in Commerce or Business Administration, with a specialization in Marketing and 5 years of experience in market research or and consumer marketing.

All qualified candidates are encouraged to reply, in confidence, quoting file #14609, to search@janetdavid.com. Please forward a cover letter and resume as one WORD file. We thank all and acknowledge all applicants and will proactively contact those selected for interviews.