



## Menu Development Manager

This position contributes to the success of the Zaxby's brand by developing and executing product development initiatives that support the menu strategy and promotional calendar. This role requires the ability to apply knowledge and experience of multidisciplinary business principles and scientific methodology to achieve successful outcomes in a wide range of projects and activities. The Product Development Manager collaborates and receives direction from the Menu Business and Technical Development role to ensure that new and current menu offerings are relevant, validated and in alignment with the direction of the Brand team and the Zaxby's brand promise. This position models decisions in accordance with the Strategic Plan and Zaxby's Operational Core Values; Guest Focused, Develop Talent, Operational Excellence and Continuous Improvement.

### **ESSENTIAL JOB FUNCTIONS:**

***Essential duties may include, but are not limited to the following:***

#### PRODUCT DEVELOPMENT:

- Responsible for the management and execution of the product innovation process from concept generation to post implementation analysis. Manages menu item development and validation efforts to support the growth of the business while improving unit level economics.
- Responsible for the development of content for business cases and field training materials, inclusive of competitive analyses, insights, initial costing/margin models, culinary and technical processes.
- Facilitates consumer research for qualitative and quantitative assessments, as well as sensory research.
- Initiates the identification of product opportunities, ingredient and process optimizations, menu management activities and troubleshoots regulatory and other areas of improvement.
- Manages product ideation process, tastings and culinary demonstrations, provides leadership at TV and photo shoots, attends and supports testing and/or trainings in the field.

#### MENU DOCUMENTATION:

- Responsible for documenting all facets of work with menu products including product standards.
- Manages documentation and records in order to ensure that they are complete, current, secure and easily retrievable.
- Ensures that ensure all work is documented, reviewed and continuously shared within and across organizational lines.

#### CONTINUOUS IMPROVEMENT:

- Identifies and recommends areas of continuous improvement for products, processes, procedures that support the menu and benefit unit level economics.
- Develops and implements continuous improvement solutions.

#### SERVICE AND SUPPORT: Manages product development leadership for all levels of the organization.

- Provides culinary and technical support to Menu Services and other departments in identifying product and process opportunities. Provides critical input to cross functional teams including Brand, Quality Assurance, Supply Chain, Finance, and executive/leadership teams.
- Facilitate food production for consumer research, working sessions, demonstrations and training presentations.



- Provides ongoing relationship development and management of a variable number of contractors with the ability to appropriately allocate work and provide guidance to ensure the vendors perform auxiliary functions as needed (manufacturers, consultants and institutions).
- Advises senior leadership team of recommendations to leverage brand strengths and menu offerings to create business opportunities in alignment with strategic plan
- Documents all expenses of activities related to assigned areas of the business. Forecasts and manages project budgeting.

TRAVEL: Approximately 25% of work time, but will exceed 25% during certain portions of the year

This role recognizes & supports Zaxby's culture to ensure success while maintaining purpose, principles and values.

**QUALIFICATIONS:**

Interpersonal Skills - This role interacts with multiple departments and various layers throughout the organization. Influence, tact and diplomacy are critical to this role, as the menu team initiates develops and executes product development initiatives working with large cross-functional teams

Independent Judgment – This role requires analytical ability, decisions making based on business methodology and ingenuity. The scope of work requires day-to-day autonomy to identify actions, obstacles, and present recommendation with nominal supervision. This role also requires a process drive approach to problem solving and a detailed oriented approach to project work flow.

Business Acumen – This role requires the ability to apply knowledge and experience of multidisciplinary business principles and scientific methodology to achieve successful outcomes in a wide range of projects and activities. This role requires cross functional knowledge in a variety of fields; supply chain, quality assurance, R&D, marketing and business analytics.

Organizational Impact – This role has moderate authority and is a significant contributor towards the brand's primary offering, menu products. The performance of the menu impacts the economic health at the restaurant level and at the level of the franchisor.

Organizational Restraint –This role supports senior managers and leadership team by making recommendations to leverage business opportunities in alignment with strategic plan.

**EXPERIENCE AND TRAINING GUIDELINES:**

**Education:**

Bachelor's degree in Marketing, Statistics, Communications, Business Administration, Food Science (or similar course of study) required or equivalent in-depth industry and job specific skills acquired through a combination of formal instruction and on-the-job training. MBA or Masters in Marketing, Research or Food Science is advantageous but not required.

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Experience:

5-10 years of experience food/beverage, foodservice or CPG product development/commercialization/category management required.

3-5 years of direct hands-on product development, commercialization, or equivalent experience required

OR

3-5 years of direct hands-on category management or equivalent experience required.

*Zaxby's Franchising LLC is an equal opportunity employer and does not discriminate in employment decisions based on any factor protected by federal, state or local law.*