



Director of Marketing

Chrane Foodservice Solutions, Houston or Dallas, Texas, (Onsite)

Chrane Foodservice Solutions is a manufacturer's representative group supporting leading commercial foodservice equipment and supply brands. We are looking for a Director of Marketing to develop and lead Chrane's marketing strategy in support of the company's aggressive growth initiatives. The Director will lead marketing strategies and go-to-market activities, including brand development, demand generation, digital presence, sales enablement support, and the marketing strategy supporting company events and trade shows. Also translate company priorities into actionable marketing programs that strengthen Chrane's position in the foodservice community, generate demand for represented manufacturers, and support a unified market strategy across the organization.

Seniority Level

Director

Employment Type

Full-time

Skills

Marketing, Digital Strategy, Market Research, Digital Marketing, Marketing Communications, Online Marketing, Digital Media, Marketing Strategy

What You Will Do

- Develop and execute marketing strategy in support of overall company growth goals, in partnership with executive leadership.
- Partner with sales team to deploy marketing strategies that support manufacturers' priorities and provide solutions to customers.
- Manage the marketing budget and track return on investment across programs and initiatives.
- Establish and monitor performance metrics, such as Marketing Qualified Leads (MQLs) and revenue per MQL, to measure the effectiveness of marketing programs.
- Maintain and evolve Chrane's brand identity across digital, print, and other channels.
- Build brand demand that supports manufacturer partners and drives engagement from dealers, consultants, and end users.
- Lead a consistent content strategy, including event spotlights, articles, testimonials, videos, and case studies.
- Develop and manage integrated marketing programs that generate qualified leads; collaborate with the sales team on lead handoff and pipeline alignment.
- Manage the strategic direction and day-to-day execution of digital platforms, including website, social media, email, SEO, and marketing automation.
- Lead, develop, and mentor a small marketing team, setting clear expectations and accountability.
- Partner with leadership on brand direction and market positioning as needed.
- Support Chrane's employer brand, working closely with the HR on recruitment marketing, culture storytelling, and internal communications that reflect Chrane's values externally and internally.
- Perform other duties as needed in support of Chrane's strategic goals.



What We Are Looking For

- Bachelor's degree in marketing or a related field or with 8-10 years of progressive marketing experience, including team leadership; foodservice or related industry experience preferred.
- Experience managing marketing functions with measurable responsibility for brand, demand generation, and team leadership.
- Background in foodservice, distribution, manufacturer representation, or a related B2B environment helpful but not required.
- Proven ability to execute marketing strategies that support growth and sales alignment.
- Strong analytical capability with fluency in KPIs, dashboards, and reporting.
- Strong communication and presentation skills with the ability to collaborate across departments and with leadership.
- Comfort working in a fast-moving, entrepreneurial, relationship-driven environment.
- Experience managing website content systems and optimizing digital performance.
- Proficient in Microsoft Office and marketing automation platforms and digital tools used for email, social, analytics, and campaign management.

Travel

- This role requires travel of approximately 20-30% or more for company meetings, industry and company events, manufacturer training, and visits to our other offices.
- Occasional weekend work or event attendance may be needed based on business needs.

Why Join Chrane

Chrane Foodservice Solutions represents leading manufacturers in the foodservice equipment and supplies industry. Our culture is built on collaboration, strong relationships, and a genuine passion for serving our customers and partners. We believe great workplaces are built by people who take pride in their work and enjoy creating an environment where others can succeed.

Pay and Benefits

We offer a competitive compensation package along with comprehensive benefits, including health coverage, paid time off, retirement savings, and professional development opportunities. Our supportive, collaborative culture ensures you're valued and set up for success.

Equal Opportunity Statement

Chrane Foodservice Solutions is an Equal Opportunity Employer. We are committed to creating an inclusive workplace that values diversity and welcomes individuals of all backgrounds. All qualified applicants will receive consideration for employment without regard to race, religion, gender, gender identity or expression, sexual orientation, national origin, age, disability, genetic information, veteran status, or any other protected characteristic under applicable laws. We believe that a diverse and inclusive team strengthens our organization and enhances the work we do.