

Koninklijke Peijnenburg, part of Lotus Bakeries N.V., is an international, dynamic and successful company in the FMCG industry. Together with our 2000+ employees worldwide we create small moments of happiness, every day. We are proud and passionate about building strong brands such as Peijnenburg, Snelle Jelle, Wieger Ketellapper, Echte Enkhuizer, Lotus, Nakd, BEAR and Kiddylicious. Together we are on a mission of becoming the 3rd largest cookie brand in the world.

For our headquarters in Geldrop we are looking for a:

MARKETING DIRECTOR

(fulltime)

Job description

Area role, reporting to the General Manager for Lotus Bakeries Area Netherlands and is part of the Management Team, the Marketing director will be working closely together with the General Manager and MT, in improving the branded commercial performance for the Area. Leads and coaches the Area marketing team with regard to their effectiveness, individual capabilities, motivation, and professional development. Stimulates the cooperation within the team and with the rest of the organization.

Develop, manage and improve the (long-term and operational) brand plans as well as the implementation and execution of these plans with all relevant departments in Area NL and the Lotus Bakeries group. Plans are related to the three strategic pillars of the group (Lotus Biscoff, Natural Foods and Local Heroes) and should lead to a realization of the groups ambitions for the Area.

The job consists of three main elements:

1. Strategic Marketing role (with BM-ers and Global brand teams):

- develop and roll out of brandstrategy & brandpositioning, including consumer insights generation and market analysis
- define, implement and monitor brandplans for all brands. Determine commercial KPI's within the context of the Area goals
- determine, develop and execute marketing communication and media plans as well as (shopfloor) brand activations, aligned with the brandstrategy for all brands
- owner of current assortment optimisation as well as NPD projects. Monitoring performance and product related trends and consumer needs and initiator of adjustments
- monitoring of brand KPI's and marketperformance and act on relevant developments
- align with Global brand teams of Lotus Biscoff and Natural Foods on implementation of global brand strategy and adress relevant topics, developments and trends in Area NL
- responsible and gatekeeper for allocation of marketing budget in relation to Area performance

2. Marketing Director role (part of Management team)

- Co-ownership of the total P&L performance of Area NL
- Determine, implement and decide on commercial strategy with commercial management team, including pricing and promotional strategy, channel and business development initiatives and (retailer) support plans. Furthermore monitor development of commercial performance and initiate (corrective) actions.
- Monitor progress of EPD, NPD and package related projects and decide on all relevant business cases and steps within the stage gate model towards launch.
- Challenger and/or support rol in Management team meetings on sales, finance, operations and HR topics
- Together with GM prepare and adress topics for periodic Brand Ownermeetings and Business Reviews for Exco

3. Manager

- Manage the marketing team in their day to day business with a 'everyday better'-mentality
- Carry out and implement the TOP culture within the marketing team
- Strengthen and further embed the role of the marketing team in the organisation as driver and keeper for long term ambitions and goals
- Continuous focus on the development of the marketing team (and the direct reports) to strengthen their skills and knowledge as well as on personal competencies

Profile:

- At least a University and Masters degree, preferably in Marketing and a strong knowledge of (business) economics
- Broad experience in marketing/business development and preferably a background in sales or category development as well
- Background in FMCG
- Proven management skills and experience
- Thorough knowledge of media and communication strategy development
- Demonstrated experience in developing efficient marketing strategies and business plans
- Strong commercial understanding with an entrepreneurial mindset
- Results orientated, analytical, strong stakeholder management skills and flexible with strong communication skills
- Minimum 10+ years relevant working experience of which 6+ years in marketing and 4+ years in a leadership role
- Fluent in English and Dutch

We offer:

Rasp the opportunity to join an ambitious and driven team with a mix of talents! Being part of a fast growing, international company, you will get tons of on-the-job-learning and acquire new insights. In addition, you will be part of a culture where passion, team spirit and open dialogue are our main drivers. And of course, on top of that, you can enjoy delicious branded snacks every day!

Enthusiastic?

Do you want to be part of a terrific team with the ambition to create small moments of happiness every day? Please apply by sending us your CV and motivation letter to recruitment@peijnenburg.nl.

