



Brand Manager (EU/BE)

Due to geographical expansion of one of pladis' global brands there's a fixed term (12 months) job opportunity for a brand manager with international aspirations.

The Brand Manager position will be a newly created role, based in our European headquarter in Zaandam, The Netherlands, but will require weekly commute to Brussels, Belgium. This as the role will partly focus on pan-European activities and - especially in the first months - will partly focus on activities specifically for the Belgium market. Therefore, the Brand Manager will be part of both the Central European Marketing team in Zaandam as well as the team managing Belgium, with a dual reporting line, one into both teams.

This Brand Manager role requires a highly pro-active posture: continuous adaptation to changing internal and external circumstances is required in order to defend and improve the brand position from launch in to its first months. The Brand Manager has a direct link to several different departments on a daily basis: Sales and Trade Marketing, Research & Insights, Demand Planning, Logistics and Finance. Both within the European Central team as well as with the team in Belgium.

This role offers the opportunity to work on a lot of the marketing mix elements – from brand strategy to communications and brand activation – for a leading A-brand, in a highly competitive and dynamic international context. A unique challenge for a strong and dedicated marketeer, in the early stages of his/her career.

Key activities and responsibilities

- Contribute to the development and implementation of the brand market entry strategy and brand activation plans for the brand for the year to come, based on category and customer understanding, consumer and shopper needs and drivers, in order to drive future brand growth;
- Initiate, implement and take ownership of projects arising from the brand plans;
- Provide support on the implementation of media strategies and ambitious activation plans, incl. development of below the line and instore activations;
- Act as a “spider in the web” for various disciplines within pladis on behalf of the brand and the markets in scope;
- Budget and process management of the projects within the scope of the function;
- KPI's: Brand revenue and profitability, Market share, Brand awareness, Penetration and Repeat, Pricing, Rotation on Shelf, Advertising effectiveness.



Job requirements

For this full time position for the fixed term of 12 months, we are looking for a candidate with a minimum of 2-3 years experience in brand management for an A-brand within the FMCG sector. The Brand Manager has to have experience in (strategic) marketing planning and marketing communication/activation. Experience in Sales or Trade Marketing is a plus. Qualification at university level is required, combined with a high level of self-support and stress resistance. For this position it is required that the candidate is fluent (written and spoken) in both Dutch and English and preferably has a good level of understanding of the French language. The ideal candidate has strong analytical, P&L management, presentation, communication and interpersonal relationship skills. To be successful in the role, a high energy and dedication level and a strong can-do mentality is required. The candidate needs to be willing to travel to Belgium on a weekly basis, including stay overs in Brussels for some days a week. The travel schedule may differ by week and change over time.

What we offer

This role offers the opportunity to work – to a certain extent depending on the level of experience of the candidate – on a lot of the marketing mix elements. From brand strategy and product development, to communications and brand activation – for a leading A-brand, in a highly competitive and dynamic international context. Although it concerns a 12 months fixed term contract, this role may provide the opportunity for the brand manager to launch an international career within or outside pladis.

About pladis

Yildiz Holding, CEEMEA's largest food organization, brought its business in cake and chocolate together under the new global company: pladis (www.pladisglobal.com). pladis is a global leader in biscuits and confectionery, with operations in 120 countries in Europe, Middle East, Africa, Asia and America. Under pladis are 36 plants in 13 countries with over 26,000 employees. With the pursuit of "we promise happiness to the world with every bite," the organization enriches consumers with products in sweet and savory biscuits, wafers, cake, chocolate, gum and candy.

Are you interested?

To apply for this job, please send your letter of application and resume to pladis Europe, Ms. Ellen Vogel, HR Business Partner, at werkenbij@pladisglobal.com.

- Acquisition regarding this vacancy is not appreciated -