



Marketing Manager Sultana

Do you want to contribute to our mission "promise happiness to the world with every bite"? And do you want to work for an ambitious and fast-growing international biscuits and chocolate business that invests in global iconic brands and its people? Then this is the place for you!

About the job

Sultana is part of Verkade and a brand we're proud of. We are looking for a Marketing manager who wants to develop this fantastic and well-known brand further. This role offers the opportunity to work on all marketing mix elements – from brand strategy and product development, to communications strategy and brand activation – for this leading A-brand, in a highly competitive and dynamic market. A unique challenge for a strong and dedicated marketer, proven successful in driving brand growth.

The Marketing team consists of two Marketing Managers, Marketing Manager Chocolate/Biscuits and Marketing Manager In Between Meals (IBM). As the Marketing Manager IBM you'll lead the Sultana brand, including a team of 2 Brand Managers and lead the Consumer Care department (1 consumer care coordinator), to achieve the marketing, revenue and profit goals set for the brand in the local market. The candidate will report to the Commercial Director.

The market is highly competitive and has been under pressure over the last years. Strategic challenges: pressured market environment, tough competition from PL, HD and A-brands, delivering New Product Development projects for future growth including an innovation vision with a long term scope, brand strategy and communication development, profitability improvement, alignment with other Pladis countries and regions.

The Marketing Manager IBM has a direct link to several different departments on a regular basis: Sales and Trade Marketing, Research & Insights, Demand Planning, Logistics, Finance, NPD Technical, Manufacturing and Legal and international Marketing colleagues. The Marketing Manager IBM 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 pro-activity, as well as flexibility to manage and deliver projects, results and change.

Key responsibilities

Marketing Management activities and responsibilities:

- Develop, implement and drive the Sultana brand strategy through a 3-year plan and implement the brand strategy via annually executed brand plans;
- Maintain and support the brand vision, brand essence, target group and product portfolio;
- Develop and implement the innovation, media, social media, communication and PR strategies;
- Define, develop and launch New Product Developments and (re-)designs;
- Lead the development and execution of consumer promotions, brand activations and BTL + ATL communication including media strategy and planning;
- Budget and process management of the projects within the scope of the function and brand;

Managerial and Leadership activities and responsibilities:

- Lead a team of brand managers (2 head counts) to achieve the annual brand and product targets on consumer, market and financial level;
- Lead the consumer care department (1 head count);
- Member of NL Commercial Management Team;
- Guide, motivate and develop the team to achieve the brand objectives, strategy and plans;
- Coach the team in personal development and provide succession planning;
- Provide clear leadership, vision and direction to the team of brand managers and departments around the marketing team;
- Lead strategic projects in cross functional and sometimes cross regional teams, act as a networker;
- Manage (internal) stakeholders.

Essential Experience, Skills and Qualifications

For this full-time position, we are looking for a candidate with:

- University degree in a commercial subject, like Marketing or Business Development;
- At least 7 years of experience in Marketing for an A-brand within the FMCG sector;
- Experience in strategic marketing and portfolio development, NPD processes, marketing communication, media and promotional strategy development, including making briefings for agencies (varying from advertising to market research agencies), consumer and customer insights, concept writing, positioning;
- Experience in Sales / Account Management, as well as Trade Marketing is a pre;
- Preferably 5 years of people management/leadership experience;
- High level of self-support and stress resistance;
- Fluent (written and spoken) in Dutch and English;
- Strong analytical skills and P&L management;
- Presentation, communication and interpersonal relationship skills at senior level;
- High energy- and dedication level and a strong can do mentality with a strong sense of business ownership!!

What we offer?

We offer you a unique opportunity to work for an international FMCG company with well-known Dutch and international premium brands. The company culture is informal, with a lot of attention for teamwork and results. You are in direct daily contact with other (international) departments, such as Trade Marketing and Sales. In addition, from day 1 you'll be given many responsibilities and a wide range of tasks, in which you will be able to put all your qualities to good use. In addition to good terms of employment, development is very important to us. We are happy to invest in relevant training and education for development in your field. We also have various insurances such as collective health insurance and various discounts on insurances at Centraal Beheer.

Are you interested?

If you want to have any more information you can contact Siebelien Defesche, Marketing Director (up to 30th of October) or Katelijne Schraven, Brand Group Manager via telephone number +31 (0)75 6556 111

To apply for this job, please send your letter of application and resume to werkenbij@pladisglobal.com attn Ms. Chantal Woldendorp, Jr. HR Business Partner.