



Brand Manager

Jack Link's

Head Office EMEA in Amsterdam

Jack Link's is not made up of a bunch of button-up, corporate types. Like our brands and products, we believe in being authentic and genuine. Life is too short to be artificial. We have never done things the way everyone else does. Over the years, for us these facts have always been more than just a way of doing business, it has been a way of life.

What makes working at Jack Link's so special? Jack Link's is a company for personal growth, for awesome characters who are real, love speed and with great self-discipline. You can feed your wild side while working in a very international and fresh environment. We push hard and take risks - with the unwavering passion to get done what we have set out to do. All backed up by an unflinching eye on quality.

Jack Link's is a family owned and value driven company. In April 2014 Jack Link's bought the brands BiFi and Peperami from Unilever. The remainder of the year was used to separate the brands and organisation from Unilever as well as set up a new head office organisation in Amsterdam. In 2016 the Beef Jerky business was integrated and Jack Link's EMEA was up and running autonomously. In the meantime, Jack Links EMEA has grown to 50 employees and is still growing.

Based in Amsterdam we now have an open position for a:

Brand Manager Jack Link's

Who are we looking for?

In a fast paced, international environment in Amsterdam we want to add a hands-on, creative and analytical marketeer who takes ownership and responsibility. You are autonomous and accountable. As part of the Jack Links EMEA Marketing team, you are a team player but most importantly you are an authentic personality!

Purpose of the Job:

Grow Jack Link's brand by co-developing the marketing plan and leading marketing initiatives to increase brand penetration and enable sales in Germany and/or the UK.

Key accountabilities:

- Co-develop annual marketing plans for the Jack Link's brand (focus on Germany and UK) in accordance with the EMEA brand plans to achieve goals and to drive growth, identifying new marketing opportunities and promotional programs

- Develop and execute initiatives, including innovation, to increase brand equity and brand penetration to achieve sustainable growth targets
- Maintain promotional plans for the brands, coordinating with the Operations department where applicable (e. g. promotional packaging etc.)
- Plan POS materials and coordinate logistics and order quantity
- Monitor ATL/BTL allocation, tracking spend structure e.g. for advertising, promotion, media and research agencies
- Benchmark and understand market best practices
- Initiate and coordinate qualitative and quantitative research in co-operation with CMI
- Analyze market - and consumer information to give clear recommendations to fuel future brand growth, e.g. portfolio, pricing, promotions, communications and distribution
- Coordinate and cooperate with the Procurement department and design- and communication agencies regarding advertising, promotion, media and research
- Support the Sales teams with supporting market-, brand- and product information
- Manage budgets within guidelines
- Embracing the Jack Link's culture, incorporating its values into every day work life, acting as a culture ambassador and brand steward

Experience required:

- Master's degree in Marketing
- A minimum experience of 3 to 4 years in (leading) FMCG marketing
- Proven experience in ATL and BTL communication
- Proven track record in building brands through retail and distributors.
- Proven success in building new business with both existing and new customers

Professional skills & key competencies:

- Experience in consumer research and brand analysis
- Experience in leading projects
- Strong market knowledge on FMCG market (Retail and Out of Home)
- Experienced in working with major international brands
- Online and offline marketing experience
- Entrepreneurial thinker, creative marketer
- Effective communication and influencing skills
- Customer/consumer focused and result driven
- Action oriented and able to influence others through clear and concise communication

- Highly self-motivated
- Required language skills:
 - Fluent English
 - German highly preferred

What we offer you?

A fulltime job in an international company, with its global head office in the US and the brand new EMEA head office in Amsterdam. We have one focus and one focus only: growth – both in business and personally. We offer excellent working conditions and a more than competitive salary, including performance related variable reward and pension scheme.

Want to know about our products?

www.bifi.com www.peperami.com www.jacklinks.eu

Acquisition as a result of this vacancy is not appreciated.

Please send your CV and application to: angelica.hagens@jacklinks.com

LSI Netherlands Moermanskkade 101, 4th floor 1013 BC, Amsterdam

