



Jr. Category 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. 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 Link's EMEA has grown to 60 employees and is still growing.

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

Jr. Category Manager

Who are we looking for:

A conceptual thinker, highly analytical and with a love for interpreting all the data, with an eye for detail. A problem solver, with a business acumen; result-driven, great knowledge of different cultures and their way of working in the DACH area (at least EMEA). Independent and a self-starter who wants to learn the insight of Category Management at Jack Link's, to be able to manage her/his own region in time. You are part of the marketing team and reporting to the Category Manager.

Purpose of the Job:

Deliver category growth and incremental sales on general and customer specific level. And delivering insights to develop category strategy through range, space, promotions, formats, shopper marketing and retail execution.

Key accountabilities:

- Contribute to category management strategy as well as a standardized way of working with respect to Category management across all regions for Jack Link's EMEA

- Contribute to category vision focusing on shopper insights, category definition and segmentation, category drivers and point of purchase
- Support the development and delivery of shopper solutions (specific plans and objectives) for product, placement, promotions and pricing (right range, right space and right format per strategic key account), including store trials and the roll-out of a differentiated plan for both the retail and petrol channel
- Contribute to shopper led selling stories for new products
- Support category relationships externally with key accounts and shopper focused partnerships with our retailers
- Deliver actionable category insights that targets to change shopper behaviour
- Use actionable shopper insights for customers (channel, customer, shopper, consumer, and mission) from diverse data sources to customize category value drivers, and build a roadmap
- Create customer specific range, space and distribution solutions for optimal assortment for customer, category and Jack Link's
- Implement customer marketing programs targeted to retailers, wholesalers and distributors and coordinate and implement these
- 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 degree with at least 1 year of relevant experience in FMCG/Food
- Working experience within a German bases FMCG company is a great plus

Professional skills & key competencies:

- Loving number analysis, is extremely accurate
- Hands on mentality, getting things done, drive for results
- Effective communication, planning and influencing skills
- Energetic and enthusiastic 'self-starter'
- Category Insight experience with a working knowledge of Trade and Shopper Panels will be an advantage
- Fluent in professional English and German. Other European languages preferred

Interested in this vacancy at Jack Link's?

Please mail your motivation and CV in English to careers.emea@jacklinks.com.

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.

