



## **Jr. Brand Manager BiFi**

**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. BiFi is the no.1 brand in the EMEA business and is the biggest meat snack in the Benelux. Well known for great tasting mini salamis our target is further market share growth with increased commercial focus and marketing investment.

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

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#### **Who are we looking for?**

In a fast paced, international environment in Amsterdam we want to add a hands-on, Jr. Brand Manager to join the BiFi EMEA Marketing team to support the Bifi BNL Brand Manager. If you are creative and analytical, focused and prepared to push yourself to develop but also a great team player we would love to welcome you to our fun team.

#### **Purpose of the Job:**

Support the Bifi BNL Brand Manager to grow the BiFi brand by executing brand and trade marketing plans according to brand & commercial strategy.

#### **Key accountabilities:**

- Support the Brand Manager BNL to develop and implement annual marketing plans for the BiFi brand to achieve goals and to drive growth, identifying new marketing opportunities and promotional programs
- Development, implementation and analysis of brand communication strategies (ATL campaigns) ensuring compliance with brand guidelines
- Development, implementation and analysis of trade marketing and shopper activation strategies and tactics such as in-store activities, POS, assortment reviews and promotional effectiveness & profitability



- Development, implementation and analysis of NPD launches in BNL
- Development & implementation of shopper activation reco's based on category vision & drivers, brand guidelines & commercial objectives is your responsibility
- You are managing the day-to-day activities associated with activity programs with internal and external stakeholders, consumers and trade parties;
- Support Sales teams with supporting market-, brand- and product information
- Benchmark and understand market best practices
- 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:**

- University degree (preferably Master's) with an experience of 2 years in FMCG marketing
- You are passionate about FMCG and marketing
- Market knowledge of the Belgium FMCG market is highly desirable
- Market knowledge of the Netherlands FCMG market is also beneficial

#### **Professional skills & key competencies:**

- Entrepreneurial thinker & creative problem solver
- Customer/consumer focused and result driven
- Action oriented and able to influence others through clear and concise communication
- Highly self-motivated
- Hands-on mentality
- Are enthusiastic about working in an international business environment
- Experience in consumer research and brand analysis
- Experienced in working with brands
- Required language skills: fluent English (mandatory), Dutch and/or French (mandatory)

#### **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.

#### **Interested in this vacancy at Jack Link's?**

Please mail your motivation letter and CV in English to [career.emea@jacklinks.com](mailto:career.emea@jacklinks.com).

#### **Want to know about our products?**

[www.bifi.com](http://www.bifi.com) [www.peperami.com](http://www.peperami.com) [www.jacklinks.eu](http://www.jacklinks.eu)

*Acquisition as a result of this vacancy is not appreciated.*

