

De Kuyper Royal Distillers is founded in 1695 and a 100% family owned company. De Kuyper Royal Distillers is a well-known, global premium liqueurs and spirits company, exporting to over 100 countries and aiming for ambitious growth plans.

We take pride in being entrepreneurial and create brands that are based on deep understanding of consumer motivations and insights.



This results in strong, relevant and attractive brands that fit our consumer's life style.

With this way of working we want to be the preferred partner for on and off trade customers.

The organization with her headquarters in Schiedam is competitive, has a flat structure and a hands on character. Our employees are engaged, agile and driven by the consumer.

De Kuyper Royal Distillers in Schiedam is looking for a full-time (38 h.)

Brand Activation Manager **Marketing Department, Customer Marketing**

Does the idea of making concepts come to life excite you? Are you charismatic, do you have excellent communication skills and are you able to setup and execute brand activations in the Dutch market? Do you want to get the maximum Return on Investment and really stand out from the crowd? Are you crazy about cocktails and would you like to be the face of our brands? Then we are looking for you!

The Brand Activation Manager is responsible for:

- Making sure our trade partners absolutely love working with our brands.
- Making sure to be present at relevant brand activations, finetuning each execution to the highest level.
- Enabling increased sell-out, exceeding sales targets, getting our brands to rotate beyond all expectations.
- Activating the brand(s) in a creative and fitting way in cooperation with all relevant stakeholders – both internally and externally.
- Feed-in consumer and customer insights into the Marketing & Customer Marketing team NL as well as the Global Marketing team, increasing effectiveness of the plans and impact of NL into the organization.
- Setting up relevant activations and executing them, both according to the IAP NL and the Brand strategy/vision.
- Managing the budget allocated to this role and its activities, and advising on the best way to deploy the budget.
- Supporting the 18 months rolling commercial IAP for the Dutch market.
- Creating and executing local activations and promotions based on the central idea for the brand received from Global Marketing and/or Agency partners, as stated in the IAP, together with those responsible for the Brand.
- Organizing, planning and execution of trade shows, seminars, workshops and events, within the agreed scope and budget.
- Working according to the Quality, Environmental, Health and Safety, legal regulations, and conforming to other De Kuyper guidelines.

The profile

- You have bachelor / master degree and 0- 2 years' experience in a commercial position and/or attestable affinity with the FMCG market, preferably the wine and/or spirits industry or luxury goods.
- You are outgoing, passionate and result-oriented.
- You have excellent convincing skills and you have the ability to transfer your enthusiasm to others.
- You are creative and you put the consumer first, and always think like an entrepreneur.
- You have an immense amount of entrepreneurship and ownership, only paralleled by your drive to succeed.
- You know what it takes to make people move and just the idea of creating brand experiences and driving execution energizes you.
- You are willing to go the extra mile to outperform your targets, and can prove this, for example with your extracurricular activities.
- You have excellent knowledge in speaking, reading and writing of the English and Dutch language.

Our offer

In addition to a great deal of variety in a high-quality and open working environment, Koninklijke de Kuyper offers you plenty of room for your own initiative and we value great importance to short lines and direct, personal communication. Our employment conditions package includes a good salary, a great leave arrangement and a bonus.

Information

Are you enthusiastic and would you like to be a part of our company? Please send us your resume and motivation letter to pz@dekuyper.nl.