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 Manager

Marketing Department, Consumer Marketing

The Brand Manager is responsible for:

- Support the vision and brand strategy for a part of the portfolio of De Kuyper.
- Support the implementation of the brand vision, including brand positioning, brand architecture and brand visual identity of designated brands.
- The total communication and activation plan for the designated brands, including development of global assets and all Above The Line and Online communication.
- Development of packaging guidelines.
- Innovation management within existing concepts and line extensions.
- All design development, including the sign off of local adaptations for the designated brands.
- Organizing, planning and execution of globally relevant trade shows, seminars, workshops and events.
- Pricing and budget management.
- Translation and implementation/excellent execution of agreed yearly plans.
- Assisting the Marketing department with common activities.

The profile

- You have a Marketing and/or Commercial education on BSC/MSC level and 3-5 years' experience in a marketing position in a blue chip company within the FMCG market, preferably within the wine and/or spirits industry or luxury goods.
- You have experience and are proven successful in Consumer Marketing, Market Research, Above The Line and/or Online communication and Innovation/Product Development.
- You are creative and you put the consumer first.
- You are results-oriented, a strong analyst and a good project manager with knowledge of planning and budgeting.
- You are a driven team player, convincing and a good communicator.
- You are an energetic, optimistic person and a self-starter.
- You have excellent knowledge in speaking, reading and writing of the English language and an excellent knowledge in speaking, reading and writing of the Dutch language. Good knowledge of other languages is a plus.

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.