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.)

Customer Marketing Manager

Customer Marketing

The Customer Marketing Manager is responsible for:

- The translations and implementation, together with global consumer marketing and/or agency partners, of the global/regional brand plan/brand vision into long term local brand plan/brand vision, budget and activities.
- Creating and supporting the 18 months rolling commercial IAP for 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.
- Support to customer development NL, including development of needs for sales (brochures/trade ads, etc.).
- Local adaptation of brand strategy to trade & consumer advertising (translation of copy, fine tuning and legal/stiva checks) and other communication where applicable.
- Development of promotions in collaboration with global consumer marketing, agency partners and global customer marketing for the Dutch market. Supporting increased efficiency of general sales promotions and setting execution standards.
- Translate market data and insights into sales drivers (IRI, ex-factory data, market research).
- Organizing, planning and execution of trade shows, seminars, workshops and events, initiated by De Kuyper.
- Brand management of agency brands in all aspects including solid and regular reporting, leading QBR meetings, build market plan, set up activity calendar and manage A&P spending (including supporting reinvoicing). Improve agency partner satisfaction and support achieving set budgets.
- Feedback local customer and consumer insights into Global Marketing, increasing effectiveness of the plans and impact of NL into the organisation.
- Support the international Customer Marketing team on average 1-1,5 day per week with IAP planning and sourcing, international customer management, project management.
- Working according to the Quality, Environmental, Health and Safety, legal regulations.

The Profile

- You have a Marketing/Business education on BSC/MSC level and a minimum of 3-5 years' experience in a (customer) 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 Customer Marketing, Category & Channel Strategy, Customer & Consumer Understanding, brand management and preferably with Project management.
- You are a driven team player and a good communicator.
- You are analytical and a good planner, you have experience in managing budgets.
- You have excellent knowledge in speaking, reading and writing of the Dutch language and a good knowledge in speaking, reading and writing of the English language.
- You have an entrepreneurial mindset; you get energy not just from analyzing and planning, but also from being highly involved with the execution of your plans.

Position in the organization

The Customer Marketing Manager reports to the Marketing & Customer Marketing Director NL.

Our offer

An all-round, autonomic position within a strong, growing international company and good conditions of employment.

Information

Please contact Ingeborg Reuser/Kim Harenberg (HR) for applications and further info via pz@dekuyper.nl, 010-4279700).