

Job title	Brand & Trade Marketing Manager NL		Date	January 2018	
Job purpose	Build & outline NL brand strategies aligned with BeNeLux. Co-create & implement in coherence the local marketing plans into efficient and effective execution (short, medium term) to win consumers' minds and safeguard the long term growth of the brands, while achieving the annual set targets in the Netherlands. Manage the operational transition from CCEP towards internal led marketing practice.				
Reporting lines and key interactions	 <pre> graph TD A[Director Marketing BeNeLux] --- B[Area marketing manager NL] </pre>		Key interactions Internally: Commercial retail, Insights / Trade data, Finance, Legal, Marketing BeNeLux and SIL/R&D OSF(E) Externally: Agencies (Communication, PR, Research, Activation etc.), Commercial Retail & OOH (partner)		
Main accountabilities			Main complexity / critical issues in the job		
Brand & trade marketing Planning Develops short & mid term brand strategy for the brands (currently Schweppes incl Schweppes Premium Mixers, Orangina, Dr Pepper,...) while being having in mind longer term sustainable and profitable growth Gives strategic recommendations for the development and management of the brands (brand & trade marketing mix, BTL, assortment & pricing) Identifies future consumer & portfolio needs and turn them into real business opportunities..			Strong power-duo to be formed with Sales manager NL Manage transition towards NL internally lead marketing practice. Gradual progression towards full autonomy is key Development and execution of both tactical & strategic plans with agility and on time Budget management as an entrepreneur Improve our consumer's KPIs (awareness, consideration, penetration) Willingness to frequently travel to Brussels: 2 to 4 days a month. Good understanding of French language is a plus.		
Execution Lead full marketing & trade marketing mix as a business owner (Activation, Trade marketing, Innovation,..) and be the marketing SPOC for the NL business. Advocate the local NL consumer through Informing the team with analysis of the consumer, brands and trade and act as lead upon them with the support of NL task force Initiate and implement recommendations in line with the sales & brand objectives in On and Off trade & optimize in a pragmatic way. Provide the partners (OOH & Retail) with right strategies and tools to help them in achieving their goals and make sure it's all in line with the brand strategy Optimize strategies & way of working and use best practices, marketing materials, products,.. In order to maximizes possible synergies. NPD development: initiate & lead the internal processes from consumer insight to market execution.			Dimensions (revenue, budget, headcount...)		
			Financial target		
			Financial targets as stated in the yearly objectives (NSV, OCF,OI)		
			Profile		
			Typical background	Competencies	
Budget Give direction and recommendation for the right set up of the budget. Recommend the needed budget to implement the marketing plans with control of the P&L Follow the procedures with the other budget managers			<ul style="list-style-type: none"> - Relevant university degree - Dutch mandatory - Proficient in English - FMCG experience as Brand or trade marketing Manager. Preferably food. - Strong analytical skills - Good P&L understanding 	<ul style="list-style-type: none"> - Entrepreneur and ambitious mind set - Autonomous & team player - Motivated, flexible and proactive - Capacity to work under pressure & independently - Persuasive interpersonal and communication skills 	