

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 m/f**

#### **Customer Marketing**

#### **The Customer Marketing Manager is responsible for:**

- The translations and implementation, together with global consumer marketing and/or agency partners, of long term brand plans and brand vision in customer/market brand plan for the Dutch market.
- Creation of the 18 months rolling commercial activity plan for Dutch market.
- Support to customer development NL, including development of needs for sales (brochures/trade ads, etc.).
- Local adaptation of brand strategy to trade 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 NL market. Supporting increased efficiency of general sales promotions and setting execution standards.
- Determination of local market opportunities and advising about optimizing brand-market combinations.
- 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, market plan, activity calendar, manage A&P spending). Improve agency partner satisfaction and support achieving set budgets.
- Supporting the Marketing & Customer Marketing Director NL regarding team management and support, contract negotiations, Brand Ambassador functional guidance, performing trade and consumer research and translating these into (long term) strategy.
- Working according to the Quality, Environmental, Health and Safety, legal regulations.

#### **The Profile**

- You have a Marketing education on BSC/MSC level and a minimum of 4-6 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 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.

#### **Information**

Please contact Ingeborg Reuser / Kim Harenberg (HR) for applications and further information: [pz@dekuyper.nl](mailto:pz@dekuyper.nl)