

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 Export m/f** Global Customer Marketing Department

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

- The translations and implementation of category vision and long term brand plans in the market/channel/key account (brand) plans
- Work as business partner with the Export Team. Focus markets UK, Japan & Germany.
- Creation of the 12 to 18 months rolling commercial activity plan. (IAP Plan)
- Local activation based on central brand strategy with guidance and support from the Export Team
- All support to customer development, including development of needs for Export team (selling decks, brochures/trade ads, etc.)
- Local adaptation of brand assets (translation of copy, fine tuning to local situation and legal)
- Development of promotional ideas for all channels
- Determination of local market opportunities and advising as business partner to the Export Team about optimizing brand-market combinations.
- Analyze and drive local Consumer insights as well as Nielsen data as support to Export team for nominated markets.
- Drive Marketing /Sales meetings MSM
- Budget responsibility (planning, tracking/follow-up)

#### **The Profile**

- You have a Marketing education on BSC/MSC level and a minimum of 4/5 years' experience in a customer marketing position in a blue chip company within the FMCG market, preferably within the beverage, wine and/or spirits industry or luxury goods.
- You have Experience and are proven successful in Customer Marketing, Category Strategy, Channel Strategy, Customer Understanding and preferably with Brand Management.
- Significant Customer Marketing experience across On- and Off trade and preferably also Online
- You are a driven team player, social, flexible and a good communicator.
- You are analytical and a good planner.
- You have excellent knowledge in speaking, reading and writing of the English language and a good knowledge in speaking, reading and writing of the Dutch language. Good knowledge of other modern languages is a pre.

#### **Position in the organization**

- The Customer Marketing Manager Export reports to the Global Customer Marketing & E-Commerce Director with a dotted line to the Global Commercial Director

**Our offer**

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

**Information**

Please contact Ingeborg Reuser/Jessica Kotur (HR) for applications and further info via [pz@dekuyper.nl](mailto:pz@dekuyper.nl), 010-4279700).