

De Kuyper Royal Distillers is a family-owned liqueur and premium botanical-base spirits company founded in 1695 by Petrus De Kuyper. The company is headquartered in Schiedam near Rotterdam (NL). De Kuyper Liqueurs is the global market-leading brand in cocktail liqueurs.



De Kuyper is both the owner and the producer of a number of world-famous liqueurs such as Peachtree, Heering, Archers, Kwai Feh, Acqua Bianca, Muyu, Dutch Cacao, Mandarine Napoléon, and Rutte gin and genever.

De Kuyper has been awarded “Liqueur Producer of the Year” at the International Spirits Competition (ISC) five years in a row.

De Kuyper Royal Distillers in Schiedam is looking for a full-time

### **Global Marketing Manager**

**Global Marketing Department, Consumer Marketing**

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

- The long-term vision and brand strategy for the cocktail liqueur and specialty brands of De Kuyper Royal Distillers.
- The development and implementation of the long-term brand vision, including brand positioning, brand architecture and brand visual identity.
- The total communication plan for the brands, including development of global assets.
- Management of brand A&P budgets.
- Development of pack guidelines.
- Innovation, including product development of new concepts and line extensions within existing concepts.
- All design development, including the sign-off of local adaptations.
- Giving direction to Customer Marketing and local distributors concerning local media choices and budgets.
- Translation of Global data, Market Research into consumer insights.
- Organizing, planning and execution of globally relevant trade shows, seminars, workshops and events.
- Advising about potential acquisitions within the category.
- Pricing strategy for all brands.
- Development and implementation/excellent execution of agreed yearly plans.
- Develop annual digital plan and support digital implementation.
- Managing the Brand Manager and Brand Ambassador.

#### **The profile**

- You have a Marketing education on BSC/MSC level and around 7-10 years' experience in an international marketing environment in a blue-chip company within the FMCG market, preferably within the spirits, wine and/or beer industry.
- You have experience and are proven successful in Consumer Marketing, Market research, communication development (media/digital) and Innovation/Product development.
- You are a driven team player, convincing and a good communicator.
- You are creative, have a clear market vision 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 have excellent knowledge in speaking, reading and writing of the Dutch and English language. Good knowledge of other modern languages is a pre.

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

The Global Marketing Manager reports to the Global Marketing Director.

#### **Information**

Are you enthusiastic and would you like to be a part of our company? Please send your resume and motivation letter to [pz@dekuyper.nl](mailto:pz@dekuyper.nl)