

private & confidential

Role Description



Brand Manager

For further information please contact:

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Job Title: Brand Manager

Reporting to: Head of Cocoa Communications

Salary: €85,000 - €95,000

Location: Amsterdam

Website: <http://olamgroup.com/>

The organisation

Company Description

Olam International is a leading agri-business operating from seed to shelf in 70 countries, supplying food and industrial raw materials to over 23,000 customers worldwide. We grow, source, process, manufacture, transport, trade and market 47 different agri-products. Our team of 70,000 full-time, seasonal, contract and temporary employees work to bring essential agricultural products to homes around the globe every day.

Established in 1989, trading cashew from Nigeria to India, today we have built a global leadership position in many of our businesses such as Edible Nuts, Cocoa, Spices and Vegetable Ingredients, Coffee and Cotton.

Role Description

This is a dynamic position in a leading, core business division (Olam Cocoa) of Olam International's global agri-business. The role requires a candidate who is exceptionally passionate about cocoa and chocolate and possesses a creative, forward looking mind set with proven brand management experience. The ideal candidate must also have superior project management, organisational and communications skills.

A successful applicant must possess the ability to conceive, initiate and manage multiple marketing and communications projects simultaneously, on a global scale, and while interacting effectively with a wide range of internal and external stakeholders. Role will require both strategic thinking around project planning cycle as well as actual execution follow-through. Successful applicant must understand product brands and their marketing, ideally either directly from or related to the cocoa/chocolate/confectionery sectors and have a broad understanding of the brand management landscape. This should include the relationship between the creation and management of physical and digital assets to support and promote product brands. Ideal candidate should have experience working in brand management at major multi-national and/or in FMCG/PCG space.



Based in Olam Cocoa's Netherlands offices (just 15 min from Central Amsterdam), this role has a global remit and will report to Olam Cocoa's Head of Cocoa Communications (based in London, UK) while also closely collaborating with Olam Cocoa's Product Line Managers (PLMs) for cocoa powder, cocoa mass and cocoa butter, the Product R&D staff at Olam Cocoa's six Cocoa Innovation Centres worldwide, the Olam Corporate Communications team, and numerous external support agencies.

Responsibilities:

- Creatively drive forward the proposition that 'cocoa must be experienced' through innovative brand initiatives and projects (from ideation all the way through to final execution) which enforce the business' position as leading global supplier of cocoa ingredients
- Support the brand strategies, positioning, messaging, and guidelines for Olam Cocoa's six cocoa product brands - with a primary focus (approx. 65-70% time) on elevating the market position of the leading, premium cocoa brand (deZaan)
- Bring the respective individual products, product lines and services of these cocoa brands to life through projects that appeal to key, relevant stakeholders (internal and external) - promoting product flavour, colour, consistency and application usage worldwide, as well as catering for specific, regional marketing strategies and initiatives
- Work closely with key PLMs (primary internal customers) and product development and innovation (CIC) teams, promoting the products and services they represent and supporting their sales goals and market leadership position ambitions
- Identify 3rd party agencies to support activities as necessary and manage relationships with same - scoping work, scheduling and attending check-ins and taking a strong viewpoint on technical delivery and implementation
- Employ interactive, experiential tools that help bridge the gap between the physical and digital environments
- Investigate opportunities and take action to re-vitalise existing, physical promotional materials and content in novel, dynamic and interactive formats
- Maintain existing physical promotional materials production and manage production of new, tangible support materials
- Manage cross-functional projects that involve internal Olam Cocoa and Olam International teams and external agencies
- Take action to proactively maintain and manage existing brand assets of non-premium brands and apply learnings from premium brand related projects to elevate assets, where applicable, of non-premium brands
- Utilise global business social media toolkit to support centralised and cocoa business focused efforts to deliver consistent, compelling content across channels
- Create assets to promote new product launches and enhance visibility of existing product portfolios
- Consistently monitor food and ingredient trends (both sector specific as relevant to cocoa, chocolate and confectionery, as well as non-sector related) and provide regular updates on how these might be applied to/leveraged by the

- business. Take initiative and action to identify opportunities arising and establish as new projects
- Consistently monitor and report on brand activities and initiatives of key competitors
 - Support cocoa sales staff by ensuring that they have the latest information and tools to support sales objectives (e.g. for customer facing sales meetings, internal meetings, at tradeshow/events worldwide)
 - Manage project budgets

Key Skills and Requirements:

Mandatory -

- A deep passion for cocoa and chocolate!
- University degree or equivalent accumulated experience
- Minimum of 7 years' experience working in brand management / brand marketing
- Experience at an international / multi-national company
- Experience working directly within the food industry / functional food ingredients / agri-business sectors
- Complete English language fluency (written and verbal)
- Excellent overall communications skills (written and verbal)
- Entrepreneurial and collaborative (team focused) mind set
- Exceptional project management and organisational skills -
 - Ability to simultaneously lead and effectively manage numerous, multi-faceted projects and priorities with disparate stakeholders
 - Ability to manage rapidly advancing project timelines with exceptional attention to detail
 - Ability to take the initiative and confidently make independent decisions to progress projects forward
- Complete comfort with Microsoft Office Suite (Word, Excel, PPT)
- Complete comfort key components of Adobe Creative Suite
- Comfort and experience working directly with senior business executives and demanding stakeholders
- Humour, Positivity, Optimism, Drive and Resilience

Bonus (a successful candidate might also be able to demonstrate experience with any number of the following) -

- Working with a remote manager
- Branding/marketing of premium goods
- Multi-lingual capabilities
- E-commerce content mapping and management
- Utilising WordPress platform
- Utilising InDesign
- Utilising Craft CMS

Contact

Ellwood Atfield is Europe’s leading executive search consultancy specialising in the corporate affairs, communications and sustainability functions. We are delighted to be working in partnership with Olam, supporting their growth through identifying, evaluating and securing the modern blend of skills required where performance, purpose and reputation meet.

Examples of our work include:

<p>Global Head of Communications</p>	<p>Director of Sustainability & Food Security Senior Manager of Livelihoods</p>	<p>Director of Global Cocoa Sustainability</p>	<p>Director of Sustainability Communications</p>	<p>Director of Sustainable Sourcing</p>
<p>Group Director of Communications</p>	<p>Head of Communications</p>	<p>VP of Communications & Public Affairs</p>	<p>Chief Sustainability Officer Talent Mapping</p>	<p>Director of Communications</p>



James Green specialises in media relations and corporate communications recruitment. James recruits mid to senior communications professionals into prestigious organisations, across a range of sectors and specialisms.

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