

Marketing Coordinator

As Marketing Coordinator, you will have the opportunity to play a vital role in our growth story. We are looking for a driven and creative professional who can put Den Berk Délice on the map as a Fresh Retail Partner in Europe and who wants to build a B2C brand in Belgium. A great opportunity to take your career to the next level and have a significant impact on the growth and reputation of our company.

Den Berk Délice

Den Berk Délice is a leading specialist in top-quality tasty tomatoes. Spread over 9 production sites, this largest tomato grower in Belgium grows and distributes its products with a keen eye for quality, innovation, flexibility and sustainability. For and by people. Every day, a motivated team of more than 800 people work on their mission; to enable consumers to enjoy the tastiest taste tomatoes 365 days a year. 1 in 10 tomatoes for sale in Belgium come from Den Berk Délice. More than 60% of our production is exported to 13 European countries.

Responsibilities:

Based on input from the Account Managers and Trade Marketer, you will develop insights about the tomato category and translate them into convincing proposals towards our retail partners.

You will develop a B2B branding strategy and sustainability story to strengthen Den Berk Délice's brand awareness and position with European retailers. Together with your team, you elaborate on the implementation.

Together with the marketer, you will build a B2C branding strategy in Belgium, for one of our product brands. This includes creating the right look and feel and corresponding marketing campaigns to further launch the product.

You are ultimately responsible for the marketing team and report to the sales and marketing manager.

What can you expect from us?

You can work in a growing, Belgian company with an international client portfolio.

You will have the opportunity to develop yourself, both professionally and personally.

You can have a significant impact on the growth and development of our brand and market a healthy & sustainable product.

Den Berk Délice has a solid position through years of innovation, research, marketing in a very important and growing category at Retail. This position ensures partnership and in-depth conversations at all customer levels.

Naturally, this position comes with a nice salary package, complemented by a company car and other fringe benefits.

Profile:

Preferably a Bachelor's or Master's degree in Marketing or a related field.

Minimum 5 years' experience in B2B & B2C marketing strategies and/or category management.

Analytical skills and ability to translate market data into strategic actions.

Strong communication skills in NL and ENG, both written and oral.

Proactive and results-oriented, with the ability to work independently and meet deadlines.

Creative, with an eye for detail.

Interested in the job?

Then send your CV and motivation to
Loes van der Velden via
loes@denberkdelice.be

Your application will be treated with discretion and you can count on a personal reply.