

Trade Marketeer

At Den Berk Délice, we strive for innovation and growth in the market. We are a leading company in fresh produce and are constantly improving our market position. We are looking for a driven Trade Marketer who can help us analyse market data, identify opportunities and provide strategic insights to strengthen our sales and marketing team.

Den Berk Délice

Den Berk Délice is a leading specialist in tasty tomatoes of top quality. Spread over 9 production sites, this largest tomato grower in Belgium grows and distributes their 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 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:

- You will collect, analyse and interpret both qualitative as well as quantitative market data to gain in-depth insights into market trends, customer behaviour and competitive position.
- You will translate market analyses into strategic recommendations for the sales and marketing team. These recommendations form the basis for developing effective marketing and sales strategies.
- You act as our company's eyes and ears in the market and are proactive in identifying opportunities and threats. You share these insights with the team to inspire and help them make informed decisions.
- In addition to analysing data, you are able to propose and implement concrete, hands-on solutions to implementation to achieve our objectives. You are not afraid to think out-of-the-box to help us stand out in the market.

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 our market position and growth with (potential) customers.
- Den Berk Délice is firmly established through a 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 and other fringe benefits.

Profile:

- Relevant experience or a Bachelor's or Master's degree in Marketing, Economics or a related field.
- Strong analytical skills and the ability to translate complex market data into practical insights.
- Be able to act proactively and hands-on.
- Excellent communication skills and the ability to communicate insights clearly to the team.
- Self-motivated and able to work independently within a team.

Interested in the job?

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

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