



As one of the top-ten best-selling boxed chocolate brands, Guylian chocolates are sold in over 120 countries across Europe, Asia, Australia and America, and are available in countless retailers across the World, including supermarkets, hypermarkets, department stores, specialty food stores, petrol stations, not to mention online and at the Guylian Belgian Chocolate Cafés. You might also discover the exclusive travellers' range at speciality travel stores and duty-free shops. All Guylian chocolates are produced in Sint-Niklaas, Belgium, where Guylian Master Chocolatiers produce up to 75 tonnes of chocolate daily in a production area measuring 27.000 m². This allows the Guylian group a worldwide non-consolidated turnover of 80 million euros. In turn, this ensures that Guylian is one of Belgium's leading chocolate manufacturers, with a team of 250 employees and sales offices in the UK, Germany/Austria, Spain/Portugal and the USA. In order to further support our Marketing team, we are looking for a

BRAND MANAGER

Your key responsibilities:

- Lead the development of the commercial guidelines and marketing investment, which translates the business strategies into investment priorities.
- Review priorities and agreed actions with the sales team on regular basis (e.g. monthly) for the different brands and propose actions to fill potential gaps (only top countries/top customers). Track and review status of agreed actions. Align investments/resources with the management.
- Consolidate needs and develop tools (e.g. new pack type/pack sizes, displays, POS material) to meet business needs. If possible, try to drive scale (assistance foreseen within the team to help on the execution of the materials).
- Understand retailer dynamics and anticipate on opportunities within the design of initiatives.
- Act as contributor in the annual business cycle, giving perspective on cost-price increase opportunities, marketing investment challenges, ...

Your profile and competencies:

- Master's degree, ideally in economics.
- At least 5 years of experience in an international FMCG company.
- Strong connection with sales teams (understand retailer's needs, explore new commercial opportunities).
- Analytical mindset: combine different data sources and come to actionable conclusions; understand the limitation of the different data sources.
- Conceptual skills: solve complex problems while keeping the helicopter view.
- Proactive and entrepreneurial: understand processes and propose process optimization.
- Familiar with financials, price structures and P&L management.
- Fluent in English

We offer:

A growing international work environment where you can develop your talents.
You will join a dynamic team of experienced and passionate professionals.
You will be rewarded with a competitive compensation and benefits package.

Interested ? Send your application letter and CV to christel.thys@guylian.be