



Trade Marketeer Foodservice & Convenience – Out of Home

As a Trade Marketeer Foodservice & Convenience for HEINEKEN Netherlands you are responsible for the development and execution of the channel strategy within the National Channel Management (NCM) Team. In this role you will have a lot of contact with our customers in Foodservice (Sligro, Bidfood, etc.), and the growing group Convenience customers (Shell, Domino's, HEMA, etc.). Besides, you are responsible for the Low & No Alcohol categories for Out of Home (examples are Amstel Radler, Brand Weizen 0.0, Heineken 0.0).

What are your responsibilities as Trade Marketeer Foodservice & Convenience?

- The creation and execution of the Out of Home (OOH) annual plans for new channels within Foodservice & Convenience;
- The development and implementation of the new OOH strategy for Low & No Alcohol;
- The creation of relevant tools and analyses for our (National) Account managers, focusing on acquiring new customers;
- Setting up collaborations and activations, together with previously named customers of Foodservice & Convenience;
- Developing and maintaining reports, dashboards, and analyses for the visualization of the performance of your activities;
- Periodic meetings with Salesteams to explain the NCM calendar.

As Trade Marketeer Foodservice & Convenience you will be based in Zoeterwoude, and you will be reporting to the National Channel Manager Out of Home.

Your working environment

As Trade Marketeer at HEINEKEN Nederland, you will be part of the National Channel Management team. This team focusses on winning of Future Channels within the Trade Marketing! The exact role and challenge of this team is to realize growth of these 11 priority channels; 6 in Horeca, and 5 in Convenience. This is accomplished by collecting Insights daily, supporting acquisition projects, and the constant improvement of our Picture of Success. In the end, the NCM team is responsible to implement the diverse initiatives via training and to join the team meetings to clearly brief Sales.

Are you the Trade Marketeer we are looking for?

For the function of Trade Marketeer Foodservice & Convenience we are currently searching for a candidate with the following profile:

- A Master degree and a minimum of 3 years' experience within Sales- and/or Trade Marketing;
- Strategic and Operational knowledge and excellent communication- and negotiation skills;
- Analytical: the ability to translate information to Insights;
- Excellent communication- and negotiation skills;
- The ability to recognize initiatives and chances and to transform these into concrete projects;
- Experience in collaborating with third parties and internal departments; being able to convince stakeholders;
- Excellent knowledge of the Dutch language in speaking and writing.

About HEINEKEN

HEINEKEN is the leading international brewer, with more than 250 international and local beer and cider brands in more than 190 countries. Our colleagues come to work every day with pleasure to ensure our consumers can enjoy numerous beer and cider brands, such as HEINEKEN, Amstel, Brand, Desperados, Affligem, and Apple Bandit.

In the Netherlands, HEINEKEN has three breweries in Den Bosch, Wijkre, and Zoeterwoude, the latter being the largest brewery in Europe. Furthermore, soft drinks are bottled at Vrumona in Bunnik, one of HEINEKEN Nederland's subsidiary companies. Vrumona has a varied portfolio, including brands such as Royal Club, Crystal Clear, SiSi, Sourcy, and Sourcy Vitaminwater. In addition, in the Netherlands, Vrumona is the license-holder and supplier of Pepsi, Rivella, 7UP, and Mountain Dew.

Interested?

Are you interested in this job and would you like to apply? Please contact Andrea van der Meer (Andrea.vandermeer@heineken.com). We are looking forward to receiving your application.