



#VACANCY

CATEGORY MANAGEMENT

**bolsius**

## INTERNATIONAL SHOPPER MARKETING MANAGER

Bolsius' candles make millions of homes comfy, cozy and exquisite. The company wants to become the irresistible home ambiance company in Europe. The role of International Shopper Marketing Manager is crucial in realizing those ambitions. He/she owns the development and implementation of the shopper marketing plans across channels and markets in Western Europe.





# ABOUT

# BOLSIUS

**B**olsius, a Dutch company founded in 1870, combines the best of both worlds: an entrepreneurial family-owned business and a highly professional and international culture. Bolsius' top quality products are sold in over 50 countries worldwide and follow the latest trends in home decoration, allowing people to create a unique and contemporary ambiance in their homes. The company's offerings range from simple nightlights to elegant dinner candles.

## THE MAGIC OF THE FLAME

Candles can enchant moments in our lives; they bring people together in love and friendship and have the ability to offer hope and comfort in times of sadness. They bring warmth and coziness to your home and create the mood for a romantic restaurant dinner.

Shoppers can buy candles through many different channels and store formats – in destination channels like home and garden stores, in convenience stores like grocery

and drug but also in various stores as an impulse buy. More recently also numerous e-commerce platforms like eg. Amazon are offering home ambiance products as well. Understanding the different shopping behaviors in these channels and tapping into the unmet needs (opportunities) are crucial for the further development of the Bolsius brand. As the category is seasonal (the majority of sales takes place from September until March), impulse buying and secondary sitings are crucial.

As category leader Bolsius aims to envision our customers on the category potential and persuade them to work more closely with Bolsius to increase the category value and at the same time strengthen our branded position. Based on consumer, shopper and category insights we want to recommend our customers on the right assortment mix, the ideal shelf, and display presentation and promotional activities.

All the above is illustrating the strategic importance of the shopper marketing discipline within Bolsius.

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# INTERNATIONAL SHOPPER MARKETING MANAGER

The International Shopper Marketing Manager is responsible for the development and implementation of all shopper marketing activities in Western Europe, co-owning the Bolsius strategic selling narrative and earning recognition from clients as a shopper marketing expert. This also entails identifying category growth opportunities and translating these into shopper marketing plans, while maintaining the budget and improving marketing ROI.

The International Shopper Marketing Manager leads a team of two shopper marketers and will also cross-functional borders, work closely with sales and business unit managers as well as the brand experience and category management teams. Close cooperation also exists with the team in Germany and Eastern Europe on developing and sharing best practices.

*“You will have a lot of freedom to chart your own course. We want you to get out of your comfort zone, leverage your strengths and be creative when you see opportunities!”*

**CASPER SCHOENMAKERS, COMMERCIAL  
DIRECTOR WESTERN EUROPE**



## CANDIDATE PROFILE

### EXPERIENCE

- Bachelor's / Master's degree
- At least 5-8 years of relevant work experience
- An early stage of managerial experience
- Experience in the dynamics of e-commerce
- International experience, or experience in multicultural management/cooperation
- FMCG or home decoration experience

### SKILLS

- Fluent in English and Dutch
- Analytical
- Creative and conceptual thinker
- Entrepreneurial spirit
- Ability to convince others
- Results-oriented
- A go-getter without a huge ego
- Willingness to travel internationally



SCHIJNDEL



# CONTACT



**JANKO KLAIJSEN**  
FOUNDING PARTNER  
[janko@topofminds.com](mailto:janko@topofminds.com)