



# VACANCY



## Global Digital Marketing Manager

Becoming a digital frontrunner: that is Jacobs Douwe Egberts' (JDE) main goal. The company sees ample opportunity to add considerable value to the value chain digitally. The Global Digital Marketing Manager is in charge of developing a successful digital marketing strategy. Generating new leads and designing their digital toolkit is paramount. From their head offices, the Global Digital Marketing Manager rolls out the strategy to other JDE countries in close collaboration with the markets.

### For whom?

- 8+ years' experience in a commercial role, of which 3+ years in the digital domain
- Experience with SEO/SEM, marketing databases, social media and display advertising campaigns
- Analytical - performance driven
- Good communication skills
- Experience with (international) stakeholder management
- Fluent in English (spoken and written)



## About Jacob Douwe Egberts

In 1753 Egberts Douwes opens a grocery shop in Joure. Never had they imagined that this was only the beginning of a leading global company that would drastically change the market. Their main ambition was to offer people the tastiest coffee. Today, 266 years later, that mission remains at the heart of their organization.

“ **All JDE-countries are working digitally to the max. A well organized global strategy is going to make all the difference to the organization.**

Sonja Wegscheider, Global Sales & Marketing Director JDE Professional

JDE Professional is the out-of-home branch of the company that supplies coffee and tea to offices, hospitals hotels, restaurants, and theaters. There too, people want tasty coffee that suits the moment. With brands such as Douwe Egberts, Jacobs, L'OR, Kenco, Jacques Vabre, Pickwick, Tassimo, Piazza D'Oro, and Senseo, JDE is the largest pure-play coffee company in the world.

# Global Digital Marketing Manager

**The key to becoming a digital frontrunner is having a successful digital marketing strategy. The Global Digital Marketing Manager takes the lead. Which tools and technical enablers are needed; which campaigns need to be run and on which media platforms; how can the company's own platform be optimized?**

These are just a few of the challenges that the Global Digital Marketing Manager deals with and converts into an effective digital marketing strategy. The strategy is then rolled out from Utrecht to all JDEP countries. By building capabilities and offering a clear, execution-driven strategy, every market is assured of the most effective approach.

## Optimal generation of new leads

Generating new leads and designing a digital toolkit are the Global Digital Marketing Manager's top priorities. The route to optimal lead generation is certainly not a one size fits all, but can vary from one segment to another. With her/his thorough knowledge, extensive experience, the Global Digital Marketing Manager knows exactly how the company can achieve the highest ROI on its digital investments in all markets in the JDEP countries.

## Designing the digital toolkit

The second major challenge facing the Global Digital Marketing Manager is to design the company's digital toolkit. This toolkit is the blueprint with which all JDE countries can immediately get going in order to strengthen their capabilities and successfully implement the digital marketing strategy. In addition to being concrete and practical, the toolkit must also be a source of inspiration.

## Digital frontrunner to be

'Inspiring' is irrevocably a keyword for this role. The Global Digital Marketing Manager is expected to challenge and inspire colleagues to prepare the organization for the future in an innovative way. How can the platform and the webshop be developed further and positioned better; how can machine alerts help to manage device maintenance and how does JDEP ensure that customers are approached with the right content at every stage of the customer journey? Answers to these questions can be found in the strategic long-term vision with which JDE secures the position of the digital frontrunner.

The Global Digital Marketing Manager works closely with the DevOps team and interacts extensively with the international Category Managers and the local digital & marketing teams. Currently, the Global Digital Marketing Manager manages a team, but the team is likely to grow further in the near future. She/he travels to other JDE countries about once a month and reports directly to Sonja Wegscheider, Global Sales & Marketing Director JDE Professional.

## Candidate profile

The ideal candidate is an ambitious, proactive go-getter who operates in a highly disciplined and structured manner.

She/he closely follows the latest developments in digital and knows exactly what JDEP does and does not have to respond to. A result-driven team player who likes to share her/his knowledge with the organization, while at the same time being open to everything there is to learn at JDE.





JDE works with Top of Minds to fill this vacancy.  
Contact Janko Klaeijsen or more information.



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