



# VACANCY

## Regional Communications Lead AMENA

Fonterra, a New Zealand based cooperative, is the largest exporter of dairy products in the world. To operate in an even more market-oriented way, they are expanding their regional organization. The new Regional Communications Lead AMENA will strengthen the region's position, both internally and externally.

### For whom?

- Minimum of 8 years of experience
- Expert at external communication
- Independent and proactive in an international environment
- Excellent stakeholder management (both externally and internally)
- Experience in B2B food, specifically dairy, is a plus



## About Fonterra

Fonterra, alongside parties such as Nestlé and FrieslandCampina, is one of the five largest dairy companies in the world. Worldwide, 20,000 people work for this cooperative, which is owned by 10,000 farmers. Fonterra processes dairy into high-quality products and distributes these products to over 140 markets. During this process, the goal is to generate ever-increasing value from dairy through innovation. All this in an efficient, but above all, sustainable manner.

Fonterra both supplies ingredients to manufacturers as well as finished products to the foodservice industry and consumers. Within the B2B ingredients business, the focus is on several growth categories. In addition to the core dairy markets (cheese, yogurt, etc.), these are infant nutrition, sports & lifestyle nutrition and medical nutrition, all operating under the NZMP brand

To implement this strategy successfully, Fonterra has decided to restructure its organization to a more regional operating model that enables it to be closer to customers and consumers in market. Therefore, it now operates via three regional Sales and Marketing business units. Besides AMENA (Africa, Middle East, Europe, North Asia, Americas), these units include APAC (Asia Pacific) and GC (Greater China).





**"You've got your finger on the pulse of a world player in the dairy industry."**

*– Gillian Munnik, Marketing Director Fonterra*

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**In order to make the new organization a success, Fonterra is strengthening its regional business units. To this end, there is a vacancy for a Regional Communications Lead AMENA at the Amsterdam office of the AMENA region. This new role is aimed at building the Fonterra profile as well as promoting the innovations and product launches of its ingredients, foodservice and consumer brands in the relevant markets..**

This is an excellent opportunity for an experienced communication professional, preferably with a background in public relations. The Regional Communications Lead must have an eye for interesting stories and is able to process these stories into newsworthy content. A strong writer and storyteller, knowledgeable about what's going on and capable of putting Fonterra and its brand on the map in a positive way. In addition, the Regional Communications Lead ensures the widest possible media reach. He or she will build a network of PR agencies in the various AMENA markets.

Besides managing external stakeholders, working collaboratively with internal stakeholders is at least as important.

The Regional Communications Lead serves as a link between the head office and the local markets. On the one hand, this person shares stories from the region and ensures a strong internal image of AMENA within Fonterra. On the other hand, this person coordinates the communication strategy with the team in New Zealand and monitors the brand.

To be successful in this position, he or she must be able to work independently in a very diverse international environment. At the same time, cooperation is crucial to succeed in this new role. The Regional Communications Lead invests proactively in relationships, both internally and externally. This person will be traveling a significant amount, particularly during the first few months, and will have the opportunity to really get to know the organization, both its head office in New Zealand and its local markets.

Fonterra has a fairly flat organizational structure. The role is managed by the Marketing Director, Gillian Munnik, in New Zealand. At the same time, the Regional Communications Lead will work together closely with the CEO of the AMENA region, who will be operating from Amsterdam.



# Interested?

Fonterra works with Top of Minds to fill this vacancy.  
Contact Janko Klaeijsen for more information.

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