



Senior Marketing Communications Manager

Olam International's mission is clear: re-imagining global agriculture and food systems. It is up to the Senior Marketing Communications Manager to design a successful marketing communications strategy that fits seamlessly with the objectives of the nuts industry and new channels, such as e-commerce brands and private label.

For whom?

- 10+ years of experience in B2B marketing – preferably in the food and/or ingredients industry
- Experience with the entire marketing communications spectrum
- Strong project management skills
- Convincing communication skills
- Speaks and writes fluent English
- Team player

About OLAM internationaal

Olam offers a highly diversified and broad portfolio in both the Northern and Southern hemispheres, including cocoa, coffee, dairy, edible nuts, grains, palm oil, rice, rubber, specialty vegetables, spices, and sugar. Headquartered in Singapore with its PR & Digital Communications Team based in London and the Brands teams in Rotterdam, Olam is a truly global company and its value chain spans over sixty countries. Sustainability is deeply rooted in the DNA of one of the world's leading food and agribusinesses.

Value chain ownership from seed to shelf

Olam International has a broad portfolio of products, ranging from cocoa, coffee and spices to rice, cotton and wood products. The company has a purchasing network of nearly five million small farmers. In addition, it owns its own plantations, farms, production and processing facilities as well as distribution and innovation centers. Through these channels, the multi-billion dollar company supplies both industrial raw materials and fully-fledged products (private labels and own brands) to more than 25,000 customers worldwide.

Sustainability

Virtually everything Olam International does is dedicated to sustainability and responsible growth. That is why the company is working on several fronts on fundamental changes within the food industry. One of the many results of this is AtSource. With this B2B platform, the company has the ambition to guarantee a fully transparent food sector. It makes the origin traceable and the ecological footprint transparent.





Olam Food Ingredients

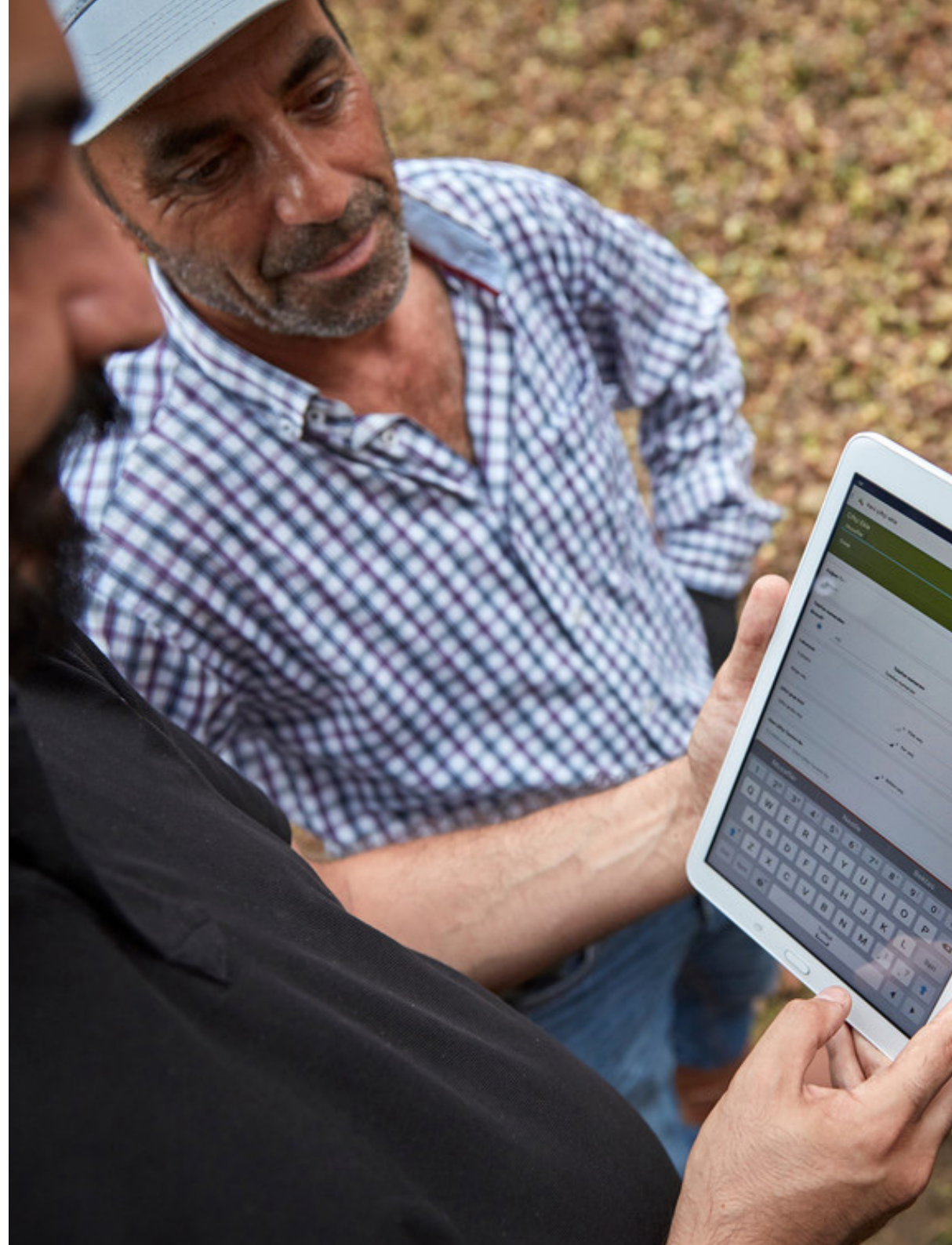
In order to maximize its long-term value, simplify its portfolio and sharpen its focus, since January 2020 the food and agribusiness has been split into Olam International (parent company), Olam Global Agri (cereals and pet food, edible oils, rice, cotton and financial services for goods) and Olam Food Ingredients (coffee, cocoa, dairy, nuts and spices). The Senior Marketing Communications Manager primarily focuses on the customer marketing side of the nuts industry, where awareness and visibility is key.

Senior Marketing Communications Manager

The Senior Marketing Communications Manager determines the marketing strategy and provides the communication tools the business needs to achieve optimal brand recognition and visibility. She/he ensures that brand awareness is in line with the business objectives. It is a strategic role, that also requires operational and execution-driven focus.

As a strategic business partner of the Nuts & New channel units, the Senior Marketing Communications Manager takes a highly project-based approach. The responsibility of the Senior Marketing Communications Manager is broad, and focuses in particular on the following tasks:

- Developing a marketing strategy for Nuts & New channels (in cooperation with key stakeholders of the business and the MarCom team of Olam Food Ingredients);
- Drawing up a thorough annual marketing plan for the business unit;
- Customer campaign development, management & reporting (including digital, social, SEO/SEA and Analytics);
- Development of a social media strategy and content calendar for the Nuts and New channels business units;
- Overseeing and monitoring content that is used for various projects.





A great challenge, which the Senior Marketing Communications Manager does not face alone: from the Rotterdam offices she/he works closely together with sales and business managers of the business unit in various international offices. Aligning teams and stakeholders and involving them optimally in the entire process is essential to make the whole exercise a success.

Shift gears and jump in on an ad hoc basis

Team spirit is important at Olam. There is no such thing as an island culture; everyone is ready to support each other, whenever necessary. This also applies to the Senior Marketing Communications Manager – in addition to the core focus on Nuts & New channels, she/he also jumps in on ad hoc projects carried out by international MarCom colleagues, other business units or OFI corporate entities.

The ideal candidate is a self-starter who works in a project-based and highly structured manner and has the communicative and tactical skills to effortlessly get people on board. A flexible, hands-on mindset is a must, as is extensive experience in B2B marketing and knowledge of the food sector. A creative, analytical and flexible personality who believes in Olam's mission and is eager to make a real contribution.



Interested?

OLAM works with Top of Minds to fill this vacancy.
Contact Gijs Millaard for more information.

Gijs Millaard

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