



VACANCY

Digital & Media Manager

Requirements

- 10+ years of relevant marketing experience
- At least 5 years working in online
- People manager
- Strategic
- Google Suite, CMS, CRM, and SEO experience
- 360° brand campaigns
- English language proficiency

📍 Amsterdam 📁 Minimum of 10 years' experience



Shifts in the media and retail landscape have made for JDE's brand communication planning to be much more complex. JDE sees this as an opportunity to optimize their media & digital strategy and will need to adapt continuously in this rapidly changing market. The Digital & Media manager will play a central role in taking advantage of that opportunity.



ABOUT THE COMPANY

About JDE

In 1753, Egbert Douwes opened a grocery store called ‘De witte os’ in Joure, Friesland. Today, 268 years later, Jacobs Douwe Egberts (JDE) has grown from a local retailer to a global leader, with a foothold in over 100 countries and a portfolio of more than 50 brands.

Every day, thousands of JDE employees work hard to ensure that people all over the world can drink the coffee they love. With the famous Douwe Egberts loyalty points plan, JDE has been a staple in many households for years. Because JDE isn’t just driven by innovation, this company has a deep-seated desire to make an impact, too.

JDE also takes a hands-on role in the community, collaborating with food banks and organizing neighborhood days “to combat loneliness”.





JDE is part of JDE Peet's, the largest 'pure-play' coffee and tea company in the world, headquartered in Utrecht. The Jacobs Douwe Egberts (JDE) Retail business unit is the sales organization focused on the supermarket channel and the Dutch market leader in coffee and tea. This market is changing rapidly—just a few years ago, all you could order was a coffee with milk and sugar in many places, but today you can get a latte macchiato almost everywhere. The Digital & Media Manager will be the driving force within JDE to continue maximizing the success of the Douwe Egberts, Senseo, L'Or Espresso, and Pickwick brands in a constantly transforming world.

Ambitious, enterprising, and dynamic perfectly describe the culture at this fast-paced organization. That also includes team spirit: at JDE, coworkers support each other wherever possible, and successes are celebrated together.



Digital & Media Manager

The Digital & Media Manager is the driving force within JDE pushing the company towards the crucial next step in its digital transformation. They will lead the Digital & Media team (4 FTEs) and a team of specialists (both internal and external) and will be ultimately responsible for the media budget (+10 million). They will also play a key role in JDE's digital transformation. The Media & Digital team at JDE Retail includes the Media & Digital Manager, Media Channel Manager, Digital Product Owner, CRM Manager, and the Junior Online Marketer.

A key part of the Digital & Media Manager's job will be building the roadmap for the digital platform and the implementing GDPR in collaboration with global IT & Digital stakeholders. The Digital & Media Manager will also develop and bear final responsibility for the digital marketing strategy. They will continuously monitor the objectives.

The ideal candidate is analytical, structured, and digitally savvy. They should enjoy working collaboratively, not only with their own team, but also with other teams like IT, Brands, and Sales, and be able to maintain long-lasting relationships with agency partners. From online marketing strategy to data-driven advertising, from brand engagement to platform optimization, the Digital & Media Manager's primary goal is reaching and activating clients as effectively as possible across all relevant channels (online and offline, earned, owned, and paid).

The Digital & Media Manager is a born people manager who enjoys sharing and transferring knowledge to the broader marketing team guaranteeing that not only JDE brands are future-proof, their employees are, as well.

Interested? JDE is working with Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at gijs.millaard@topofminds.com



“Alongside sustainability, making the marketing organization future proof is also a key objective. In this changing world, you can leave a real mark as the Digital & Media Manager at JDE.”

Jetske Bouma, Marketing Director Netherlands