



VACANCY

# Director of Brand & Digital Marketing

## Requirements

- 12+ years of related experience
- In a B2C environment
- Branding
- Digital native
- Analytical
- Stakeholder management skills

📍 Utrecht/Varsseveld 🗑️ **Minimum of 12 years experience**



**Kramp is the ultimate one-stop shop for agricultural customers. As Europe's number one agricultural wholesaler, the company keeps growing fast. The Director of Brand & Digital Marketing plays a pivotal role in steering all (digital) marketing strategies and activities, and shaping the organization's omnichannel brand strategy.**



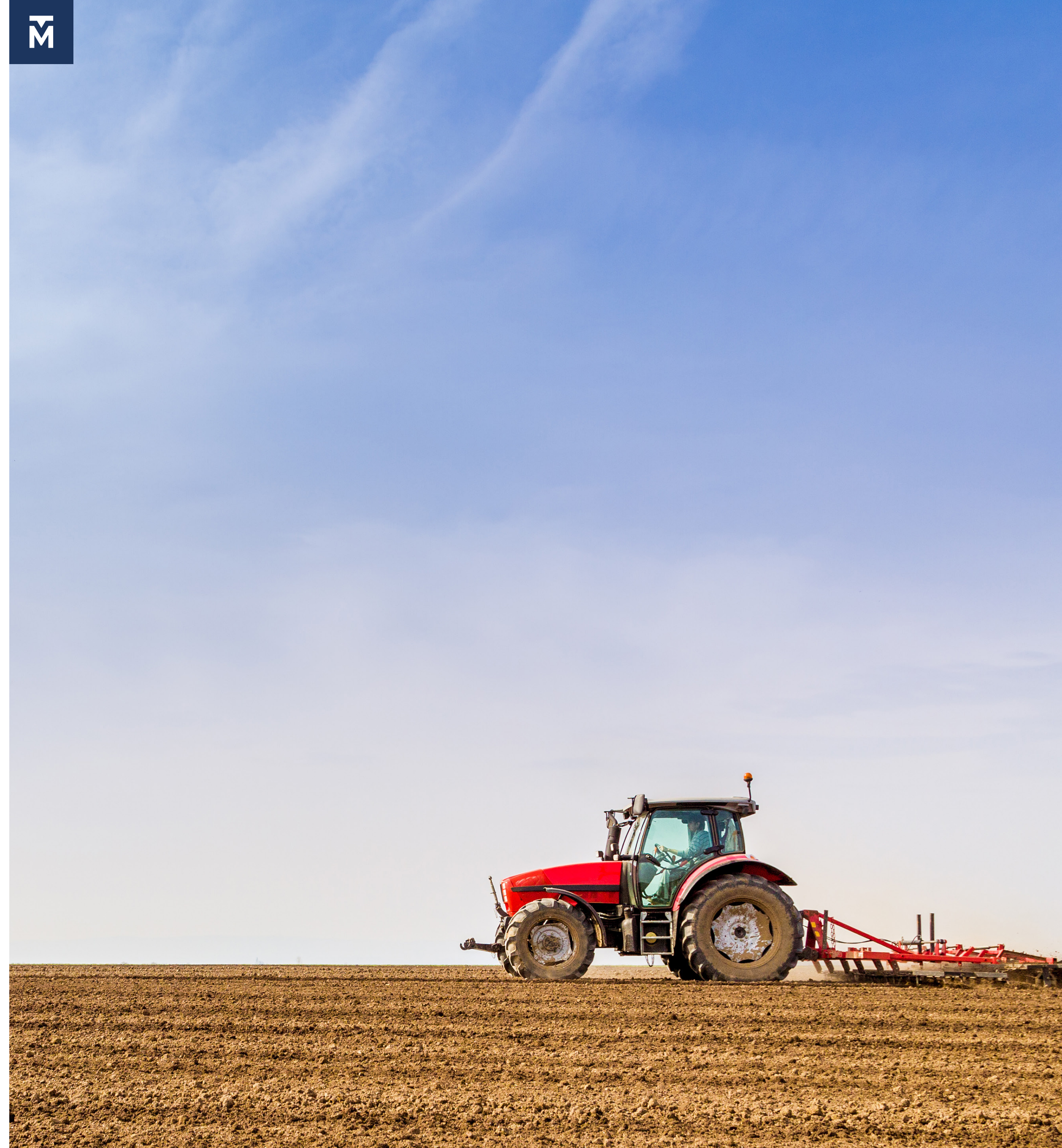
# Kramp

**Kramp Group is Europe's largest agricultural wholesaler. They supply more than 500,000 different spare parts and accessories for the sectors Agriculture, Forest & Grass Care, and Construction. Kramp is well known for their reliability, exceptional service, next-day delivery on thousands of items, and excellent value for money. This is what makes them the ultimate one-stop shop for every agricultural customer.**

But Kramp is much more than a parts supplier. They consistently improve their services to be as efficient and straightforward as possible. By focusing on digitization, e-commerce, and innovation, they maintain their leading role in the market and stay ahead of competitors. The level of ambition that Kramp exhibits externally is equally evident within the organization. The company is home to entrepreneurial and driven individuals who consistently set high standards. The company's culture is marked by this entrepreneurial spirit, in addition to being open, innovative, and people centric.

Each year, Kramp continues to achieve strong growth. The company boasts healthy profitability and an annual turnover of over one billion euros. In addition to the headquarters in The Netherlands, the largely family-owned company also has 11 distribution centers, 24 sales offices and more than 3,500 employees. As a leading player in their market – and supported by investor NPM Capital – Kramp is perfectly positioned to continue this growth.

The company already derives ninety percent of its business from digital channels. Kramp aims to reinforce and elevate collaboration between the various countries in the field of digital marketing and enhance the brand's positioning in the market.





VACANCY

# Director of Brand & Digital Marketing

**The Director of Brand & Digital Marketing joins at a pivotal moment as Kramp is in the midst of a company-wide digital transformation. Ambitious goals have been set and reaching them requires a significant amount of foundational work. The Director of Brand & Digital Marketing plays a crucial role in shaping the role, the team, and the entire digital organization.**

They lead all digital marketing strategies and activities, including the planning, organization and execution, and are responsible for shaping and executing the brand strategy in Europe. The Director develops a European omnichannel marketing strategy with a focus on digital content creation, spearheading a team of thirty employees.

The team is continuously evolving, and it's the Director of Brand & Digital Marketing's responsibility to expand it by attracting the right individuals and positioning team members effectively. They guide the teams in creating and executing innovative digital marketing strategies and campaigns, while maintaining brand consistency and delivering engaging customer experiences across all online channels.



One of the key responsibilities of the Director of Brand & Digital Marketing is to enhance collaboration with the other Kramp countries. These countries are in different phases of development and maturity, which naturally affect marketing and branding in those areas. Sharing best practices and sharing knowledge is a significant objective in the close collaboration that the Director of Brand & Digital Marketing fosters with these countries and their Marketing Directors.

Yet, the Director of Brand & Digital Marketing also remains mindful of individual distinctions, striking a fine balance between setting clear guidelines and parameters while allowing countries the freedom to operate. In collaboration with the countries, the Director of Brand & Digital Marketing formulates an effective business plan for each country, depending on the specific country's level of maturity. What the various business plans have in common is that they set very high-performance ambitions.

The Director of Brand & Digital Marketing establishes clear, measurable KPIs in the areas of brand awareness, customer loyalty, and business growth. In addition to setting concrete objectives, the Director of Brand & Digital Marketing ensures their actual measurement.



## Performance-driven mindset

The emphasis on measurability is a crucial component of the performance-driven mindset and approach that the Director of Brand & Digital Marketing introduces to Kramp. In the new way of working, data plays a decisive role. The Director of Brand & Digital Marketing ensures that a performance-driven mindset becomes an integral part of the team's DNA and used to increase performance in the different Kramp countries. Additionally, the Director of Brand & Digital Marketing critically examines the entire customer journey, ensuring that the brand experience is seamlessly integrated across all touchpoints.

In their day-to-day operations, the Director of Brand & Digital Marketing collaborates closely with colleagues from the Category Management team and the entire Omnichannel Sales Team – containing Customer Service, Sales Excellence, Digital Commerce, and Analytics & Insights – and reports directly to the Director of Omnichannel Sales, Jens Waaijers.

The role is an excellent opportunity for a performance-driven marketing leader with experience in the B2C domain, who is eager to join an organization in a company-wide digital transformation. The ideal candidate has experience working in an international matrix organization and a track record in change management during a transformation. The Director of Brand & Digital Marketing has a unique opportunity to build and shape the role from the ground up, and in doing so, take Kramp's digital domain to a higher level. ■



**Interested?** Kramp is working with Top of Minds to fill this vacancy. To express your interest, please contact Marlies Hoogvliet at [marlies.hoogvliet@topofminds.com](mailto:marlies.hoogvliet@topofminds.com).



**“Your distinctive innovative style and approach to the digital domain and branding are vital. By embedding a data- and performance-driven mindset within our company’s core, you exercise a significant influence on our organization and its future.”**

Jens Waaijers, Director Omnichannel Sales