



Vacancy

Country Manager - Germany



Sustainable coffee brand De Koffiejongens are on a mission towards zero emission. The capsules, suitable for Nespresso machines, are made of biodegradable material and available through a subscription-and-delivery model. Active in three countries, De Koffiejongens plans on expanding further. The Country Manager Germany will grow the German business, which launched in 2023 under the name Die Kaffeefreunde.



Requirements

- Over 5 years of experience
- With Brand Building
- And Performance Marketing
- Within B2C
- Fluent in German
- Experience with the German consumer market
- Eager to get things done, fast

 **Bussum**

 **Minimum of 5 years' experience**

De Koffiejongens

De Koffiejongens is the fastest-growing coffee brand in the Netherlands. Since its founding in 2017, the company has offered a sustainable alternative to the aluminum coffee cups that dominated the market. De Koffiejongens offers a selection of six flavors, from lungo to ristretto and from extra strong to decaf. Tens of thousands of coffee lovers are already subscribed, and the customer base continues to grow.

De Koffiejongens is leading the market when it comes to sustainability: the company has been CO2-neutral since 2021 and B Corp-certified since 2023. Of course, though, sustainability is about much more than just the capsules. The coffee itself is Rainforest Alliance-certified. This quality mark is only reserved for coffee manufacturers who ensure good living conditions for coffee farmers and their families, and who grow coffee with respect for nature. In addition, the capsules are packed in compostable paper packaging and delivered by bicycle or even on foot – often by people with a distance from the labor market. ▶



De Koffiejongens is a textbook example of a scale-up. The organization employs a smart, enthusiastic, and close-knit team that wants to grow fast. There is plenty of room for new ideas and ambitious initiatives, per the adagio: if you can dream it, you can do it. From ideation to implementation, everyone at De Koffiejongens' small team has ownership over both strategy and operations. All initiatives, naturally, contribute to De Koffiejongens' most important goal: turning the coffee industry upside down and making as much impact as possible. In 2023, De Koffiejongens became active in Germany, under the brand name Die Kaffeefreunde. The new Country Manager Germany will lead the next growth phase in this crucial and promising market. ▶





Vacancy

Country Manager – Germany

The main purpose of the Country Manager Germany is to ensure fast growth. And since De Koffiejongens is a flexible scale-up, the Country Manager Germany gets a lot of freedom in making this happen.

Marketing is key for a subscription-based consumer brand, so the Country Manager Germany will focus primarily on this. They will develop and implement strategic marketing plans, to build brand awareness and grow the customer base. They are also responsible for all online marketing, with a focus on PR, partnerships, performance marketing, influencers, and offline activation. In this, the Country Manager Germany is the point of contact and supervisor for the performance marketing agency that supports De Koffiejongens, ensuring campaigns run optimally. The Country Manager Germany will create annual and quarterly goals and hypotheses to test, learn, and optimize for the most effective marketing strategies and campaigns. This includes weekly reporting to the CEO, to ensure that marketing activities convert into solid returns on ad spend.

The Country Manager Germany will also lead the German team, which currently consists of one FTE, but will grow along with the German business. This team operates from the head office in Bussum. To be effective in this role, the Country Manager needs to not only speak fluent German but also have in-depth experience in the German consumer market. ▶

In this role, a curious and impact-driven professional with a few years of marketing experience will get the chance to expand a unique brand and transform the coffee landscape in one of Europe's largest consumer markets. ■

"We are only just starting in Germany. The potential to change the coffee landscape in this crucial part of the European market, thereby drastically lowering coffee lovers' emissions, is huge. The Country Manager will make this happen."



Interested?

De Koffiejongens is working with Top of Minds to fill this vacancy.

To express your interest, please contact Emily Olij at emily.olij@topofminds.com.