

Vacancy at La Palette Rouge

Marketing Manager



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Requirements

- Over 7 years of experience
- In a (senior) marketing role within a B2B environment
- Background in a mature international organization
- Effective stakeholder management skills
- Entrepreneurial mindset
- Willingness to travel regularly

 Rijswijk

La Palette Rouge is a leading player in pallet pooling, offering European FMCG businesses and retailers a full-service solution to manage their pallets. As the industry evolves rapidly through digitalization and an increasing focus on sustainability, the self-starting Marketing Manager will play a key role in shaping and strengthening LPR's brand positioning, continuously identifying new opportunities for growth and visibility.

About La Palette Rouge

La Palette Rouge (LPR) – a nod to the distinctive red pallets used by the company – was founded in 1992 in France. Today, it stands as the leading European expert in pallet pooling, operating in fifteen countries across Europe. As a division of the Euro Pool Group, the largest logistics service provider of reusable standard packaging in Europe, LPR benefits from a strong industry presence that supports its long-term goal.

With a network of over 135 service centers, LPR offers an innovative and sustainable solution for pallet rental and management to both retail and FMCG clients. Customers, ranging from small enterprises to major brands, rely on LPR for timely pallet delivery and collection. The wood used for the pallets comes from PEFC-certified forests, ensuring sustainable forest management, preventing deforestation, and guaranteeing the renewability of the raw material. By utilizing LPR's reusable pallet system, customers can minimize their environmental footprint and support the transition to a circular economy across the entire supply chain.

Integration into Euro Pool System

The LPR Benelux office is home to a team of 24 people who work closely with the headquarters in Toulouse, France, to oversee operations in the Netherlands and Flanders. The company's success is largely attributed to LPR Benelux's integration into Euro Pool Group since 2011. In this mutually beneficial partnership, Euro Pool System (EPS) provides the crates, while LPR handles the pallets for numerous FMCG clients and all major retail organizations across Europe.





Marketing Manager

Responsible for refining and strengthening LPR's market presence, the Marketing Manager will ensure the company's unique value propositions resonate with FMCG customers and retailers. Evolving the brand narrative to stay aligned with market trends and customer needs, while also effectively telling LPR's story and acquiring new business leads, will be key responsibilities of the role.

As part of the European Marketing team and in close collaboration with Sabine Gremmen, Head of Group Marketing & Communication, the Marketing Manager will create and execute a detailed marketing plan for the five European regions. This plan will make clear, strategic decisions on which campaigns to focus on, targeting specific audiences through selected marketing channels, and support growth objectives at both European and regional levels.

Additionally, the Marketing Manager will partner with the Digital Manager to develop a comprehensive digital strategy, exploring opportunities for account-based marketing. This includes designing targeted campaigns to generate leads, while also being responsible for developing pitches, whitepapers and sales toolkits – a task that calls for a blend of strategic thinking, analytical acumen, and a hands-on approach.

Success in this role will rely on strong collaboration and effective stakeholder management. The Marketing Manager will need to be both persuasive and tactful in rallying support and getting people and teams – sales, key account management, and division leadership – on board with the new direction. Operating from the Rijswijk office, the Marketing Manager oversees two direct reports in France and travels regularly to Toulouse and other LPR regions across Europe.

“The team has already achieved incredible momentum, serving two thousand B2B customers. As the division expands into new territories and embraces new (digital) marketing opportunities, there is a clear need for a Marketing Manager with a strong interest in the industry, a sharp eye on emerging trends, and a proactive approach to identifying new opportunities for growth.”

**Sabine Gremmen,
Head of Group Marketing & Communication**

A deep understanding of the B2B landscape and a passion for logistics and supply chain is equally important to achieve impact in this position. The right candidate brings experience in brand building within an international organization and knows how to translate that experience into results-driven, B2B-focused campaigns that generate leads and accelerate commercial growth. Personality will be just as important as expertise, as the Marketing Manager will need to engage and inspire internal teams and external partners around the evolving brand story. Strong people skills, empathy, and persuasive communication are essential to make a real impact.





Interested?

La Palette Rouge is working with Top of Minds to fill this vacancy.

To express your interest, please contact Marc Mohr at

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