



VACANCY

# Acquisition Marketing Lead

## Requirements

- Over 5 years of experience
- Leading one or more acquisition marketing or paid social media channels in a fast-paced organization
- Sufficient working knowledge of Google Ads, Meta Ads, Amazon
- Commercial mindset
- Strategic thinking skills

 Amsterdam  Minimum of 5 years experience



**With its all-natural, vegan formula, nuud is revolutionizing how deodorants are made. To continue the revolution, the Amsterdam-based scale-up needs to expand accordingly. The Acquisition Marketing Lead will ensure nuud realizes its commercial goals in terms of new customers, at the same time spearheading the Acquisition Marketing team and inspiring them to reach their full potential.**





## ABOUT THE COMPANY

# nuud

**Nuud's slogan reads: stop using deodorant, start using nuud. And for good reason: its ingredients benefit both the body and the planet. Nuud's concentrated cream is made entirely with natural ingredients.**

Launched in 2017, nuud already has annual revenues exceeding ten million euros and more than 1.5 million people worldwide are excited about its products. The scale-up currently employs about 20 FTEs. Their products are sold in more than 100 countries, and mainly focus on Western Europe and new markets in the US and UK. Distribution is fully climate-neutral, packaging-recyclable and biodegradable.

Nuud's success is mainly thanks to a direct-to-consumer approach that leverages the power of e-commerce, social media, and their customers' engagement. To continue its rapid growth, nuud is adding new product categories and shifting its business model towards an omnichannel strategy. They're also expanding their retailer network in key markets such as France, and the DACH and Benelux regions. One of the driving forces behind nuud's success – today and in the future – is the Acquisition Marketing team.



## Acquisition Marketing Lead

**The Acquisition Marketing Lead will play a pivotal role in realizing nuud's goal: controlled, yet profitable growth. Their main priority will be to reach set objectives in terms of new D2C customers, as defined in the company's commercial plan and corresponding KPIs. The Acquisition Marketing Lead oversees the acquisition marketing channel – as well as other paid channels – and determines how the budget could and should be spent most effectively and efficiently. They also look at potential new sales and marketing channels, and how to best unlock those with a view to how they can slot in with or enhance the marketing channels already used by nuud.**

Nuud benefits from marketplaces like Amazon to appeal to new customers, and works closely with external agencies to leverage these opportunities optimally. The Acquisition Marketing Lead will be the first point of contact for these and other third parties, and ensure they are always on the same page with regard to the correct information, and nuud's greater goals. Another key priority for the Acquisition Marketing Lead is to guide the team (currently six FTEs) in an inspiring way, not only to ensure their continued success, but also to encourage them to flourish and excel. By making sure the team is motivated, challenged and happy, the Acquisition Marketing Lead ensures that it reaches its full potential. Lastly, the position has a clear strategic component, too. Aside from running the day-to-day business and operations of the team, the Acquisition Marketing Lead also functions as a strategic sparring partner for the CEO Tom Baas, to whom they

report directly. The Acquisition Marketing Lead will examine the way D2C advertising is currently set up in the company, and will identify and proactively offer suggestions for improvement projects. These could be, for example, potential new channels or new ways to optimize collaboration with, or effectiveness of, the external agencies that nuud works with.

This role is a promising opportunity for an ambitious, results-driven, commercially oriented person with experience in being responsible for one or more marketing and paid social media channels. They have been the lead for growth projects, and are ready for the next step in a fast-growing, dynamic company. As is often the case in a scale-up, processes aren't always entirely set in stone (yet), and sometimes decisions have to be taken without all the appropriate information in place. Occasions like these require an agile, decisive approach – and the flexibility and analytical skills to review and adjust decisions after the outcome. Nevertheless, every decision taken by the Acquisition Marketing Lead is carefully considered, although not risk-averse, when the situation calls for it. The role is an ideal fit for an ambitious growth driver who is energized by contributing to nuud's further international expansion. ■



**Interested?** Nuud is working with Top of Minds to fill this vacancy. To express your interest, please contact Ole Cohen at [ole.cohen@topofminds.com](mailto:ole.cohen@topofminds.com).



**“The Acquisition Marketing Lead will ensure that acquisition marketing receives the focus and importance it deserves, elevating it to the next level. Thanks to the Acquisition Marketing Lead, we can make better strategic decisions within this domain, and in doing so, boost the entire organization.”**

Tom Baas, CEO