



VACANCY

Global Customer & Shopper Marketing Manager

Requirements

- 7+ years of experience
- In Customer & Shopper Marketing (local and global)
- Excellent communication skills
- Commercial mindset
- Analytical
- Hands-on

 **Amsterdam**  **Minimum of 7 years experience**



HOYA is one of the world's largest manufacturers of eyeglass lenses. In the upcoming years, the company aims to solidify its position as a trusted partner for clients – mostly opticians and retail chains – while working closely with customers to further expand the category. The Global Customer & Shopper Marketing Manager will embed this new customer-oriented approach within the organization.



HOYA

Many eyeglass wearers have HOYA lenses, often without being aware of it. This aligns with the humble, no-nonsense culture of the Japanese-origin company, where product and quality take precedence. With their vast wealth of knowledge and expertise, HOYA provides eye care specialists with the necessary support to deliver the best eye care and service to their customers and patients. For over eighty years, the company has been dedicated to safeguarding and assisting eyeglass wearers throughout their lives. HOYA employs over 35,000 people worldwide, operating in 160 offices and subsidiaries. Around 150 employees are based at the company's global hub in Amsterdam.

Customer & Shopper Marketing Team

The newly established Global Customer & Shopper Marketing team plays a pivotal role in HOYA's ongoing pursuit of maintaining its leadership position in eye care. This team operates within the Global Marketing department, reports directly to the CMO, and maintains a close collaboration with Sales. The team's primary goal is to promote category growth by providing customers – primarily independent opticians and retail chains – with insights into the category and shopper behavior. They aim to identify growth opportunities and determine the most effective strategies to capitalize on them. This team translates global company strategies into pragmatic highly personalized customer needs and is a collaborative effort between global teams, like brand, category and comms, and the local marketing and sales teams in the many markets in which HOYA is active.



VACANCY

Global Customer & Shopper Marketing Manager

The Global Customer & Shopper Marketing Manager is the driving force behind the organization's shift towards a more customer and shopper-centric approach. To achieve this, product, campaign, and training materials are carefully tailored, all with the overarching aim of boosting category growth, partnering with our customers. Armed with a deep understanding of consumers and market dynamics, the data-driven Global Customer & Shopper Marketing Manager is on top of the patient and shopper journeys, aiming for that seamless, fully integrated on- and offline, highly personalized experience. The Global Customer & Shopper Marketing Manager collaborates closely with customers to identify shoppers' requirements and growth opportunities, thereby aiding in the strategic selection of the optimal product assortment. This customer-centric approach also steers the creation and roll out of HOYA's global customer loyalty programs, POS, events and the global web shop, tasks that are also overseen by the Global Customer & Shopper Marketing Manager.

In day-to-day operations, the Global Customer & Shopper Marketing Manager collaborates with global and local sales-, brand-, and marketing teams, and they also work closely with external agencies responsible for campaign and category development. The Global Customer & Shopper Marketing Manager manages three Customer & Shopper Activation Specialists and reports directly to the Global Strategic Customer & Shopper Marketing Director.

This position is an excellent opportunity for an entrepreneurial Trade Marketer, Shopper Marketer or Category Manager with a strong affinity for the retail environment who proactively supports sales in achieving even greater success with customers. With a can-do attitude, the ideal candidate excels at acquiring support for innovative ideas and possess strong communication and stakeholder management skills, enabling them to navigate the organization smoothly. In this role, having a strategic vision and actively executing tasks are equally vital. The ideal candidate delivers inspirational presentations that resonate effortlessly with the audience. In this capacity, the Global Customer & Shopper Marketing Manager becomes a driving force behind HOYA's effort to strengthen its market position.■



Interested? HOYA is working with Top of Minds to fill this vacancy. To express your interest, please contact Emily Olij at emily.olij@topofminds.com.



“Our customer-centric approach represents a paradigm shift, opening up substantial room for development and innovation. This is a challenging, entrepreneurial role where you can have a significant impact on HOYA’s future and the entire category.”

Marjolein Offerein-Fickers, Global Strategic Customer & Shopper Marketing Director