



VACANCY

Brand Director

Requirements

- 10+ years' experience
- With a solid Marketing foundation
- In Brand Strategy and Management
- Within Direct-to-Consumer or Retail
- Fluent in Dutch and English
- Strong Stakeholder Management and Communication skills

Amsterdam Minimum of 10 years experience



Body&Fit, a market leader and well-known sports nutrition and lifestyle brand in The Netherlands and Benelux, is poised for significant growth. The Brand Director will lead the strategic development and omnichannel rollout of their renewed brand positioning, and play a vital role in the company's future growth.





ABOUT THE COMPANY

Body&Fit

Body&Fit is on a mission to inspire people around the world to lead a fitter and healthier lifestyle. Their objective is to make sports nutrition accessible to everyone.

Body&Fit believes that being fit is based on each unique person and most importantly, in a way that suits you. Playing a favourite sport that you enjoy and can sustain builds confidence and helps you achieve your athletic or physical goals. Whatever your goal, Body&Fit is like a fitness buddy who supports you on your journey.

In 2017, Body&Fit became part of the Glanbia Performance Nutrition Family, one of the largest groups of brands in the global sports nutrition industry. To maintain its market leading position in The Netherlands and Benelux regions, and strengthen their omnichannel success, Body&Fit is in the early phase of repositioning its brand. The Brand Director will play a pivotal role in the successful brand renewal and launch.





VACANCY

Brand Director

The new Brand Director will develop the brand strategy, develop and manage brand guidelines, and maintain consistency across all touchpoints, assets, and campaigns. They will lead a team of around ten employees poised for future growth, and help improve the team's knowledge, and performance. Their main focus will be to develop brand marketing capabilities in the team.

For the first six to twelve months, there are three main challenges. First, the new Brand Director will lead and finalize the renewal of the brand's positioning. Second, they will ensure the omnichannel development and rollout of the brand, making sure its well-known brand awareness has a very clear and compelling brand personality, mission, and values that connect with their target audience.

And third, the Brand Director will make sure omnichannel marketing and sales strategies align with the omnichannel brand strategy for an increased and more balanced sales flow. This role requires someone with an understanding of portfolio management and innovation, who knows that all product innovations need to align with the brand values.





The Brand Director will fit comfortably in an organization that is further integrating a broader international presence. This means working in a matrix structure, with a dotted line to the international VP of Marketing. With a solid foundation in marketing theory and proven track record in building and managing D2C and retail brands, the Director will also need clear communication and stakeholder management skills.

This is an exciting opportunity for someone with a solid understanding of marketing, and proven track record in brand building and management, to take a category-leading brand to the next level. This role offers the opportunity to make an impact in a purpose-driven company and inspire and facilitate a healthier and more fit lifestyle for millions of people worldwide. ■



Interested? Body&Fit is working with Top of Minds to fill this vacancy. To express your interest, please contact Janko Klaijzen at janko.klaijzen@topofminds.com.