

Vacancy at JDE Peet's

Global Internal Communications Manager



TOP OF MINDS
Executive Search



Requirements

- Over 8 years of experience
- In internal communications, corporate communications, or related roles
- Proven track record in developing and executing successful internal communications strategies
- Strong project- and stakeholder management skills
- Familiarity with digital communication channels and social media
- Native English writing level

JDE Peet's is the world's leading pure-play coffee and tea company, serving approximately 4,100 cups of coffee or tea per second. The Global Internal Communications Manager plays a crucial role in ensuring effective communication throughout the organization, enhancing employee engagement and nurturing a positive and inclusive corporate culture. This strategic and hands-on position offers significant exposure within the company.

About JDE Peet's

JDE Peet's is the world's leading pure-play coffee company. Headquartered in The Netherlands, the company supplies a wide range of coffee and tea concepts, equipment, ingredients, accessories, and services worldwide. The ambition is simple: to unleash the possibilities of coffee and tea. JDE Peet's products are available in retail, out of home and professional markets in more than 100 countries with a portfolio of over 50 brands, including iconic household names such as Jacobs, Tassimo, Moccona, Senseo, L'OR, Douwe Egberts, TiÓra, Super, Kenco, Pilao, and Gevalia.





In 2013, German investment firm JAB acquired the company. In December 2019, JAB merged it with Peet's Coffee, another one of their coffee investments, and the two entities united under the name JDE Peet's. Last year, JDE Peet's generated total sales of EUR 8.2 billion and employed a global workforce of more than 21,000 employees.

The international company has offices around the world and values its diverse teams. JDE Peet's believes this diversity and their highly inclusive work culture allow them to serve every coffee and tea lover in the best possible way, no matter where they live. Driven by a passion for coffee and tea, care for people, and respect for the environment, the company is committed to making a positive impact on society and the environment. Their sustainability program aims to responsibly source all coffee, minimize their environmental footprint, and work for equality, diversity, and inclusion across all stakeholder networks.

Learning and development

JDE Peet's offers employees a variety of learning and development programs to support their personal growth, all within an open and collaborative environment where everyone is approachable and heard. No matter who they are, where they come from, how they live their lives, or how they enjoy their coffee or tea, at JDE Peet's, everyone has the opportunity to fulfill their ambitions and contribute to the company's success.



Global Internal Communications Manager

The Global Internal Communications Manager will play a crucial role in shaping and executing comprehensive internal communications strategies that reflect the company's mission, vision, and values. The Global Internal Communications Manager will support the development and execution of a robust internal communications strategy aligned with the company's business goals. To achieve this, the Manager collaborates closely with HR, Marketing, and other departments within the global organization, working from the international headquarters (IHQ) in Amsterdam.

In addition to setting the strategic direction, the Global Internal Communications Manager is hands-on responsible for its implementation. They will lead the creation and dissemination of key messages and communication materials, ensuring that relevant corporate communications reach all regions effectively. The Global Internal Communications Manager will be responsible for writing, editing, and proofreading corporate communications to ensure clarity, accuracy, and alignment with the company's tone and style.

The role involves promoting the company strategy, managing internal corporate communications involving the IHQ, the Executive Committee (ExCo), and other senior management. Being a collaborative team player is essential, along with feeling comfortable interacting with C-level executives and building strong relationships with key stakeholders throughout the organization.

Employee engagement and corporate identity

The Global Internal Communications Manager addresses key topics within the organization. Partnering with HR, the Global Internal Communications Manager will design and implement initiatives to enhance employee engagement, drive passion for coffee and tea, and foster a positive organizational culture. This includes organizing and managing internal events such as town halls, CEO/ExCo Coffee Talks, and other employee engagement activities. The Global Internal Communications Manager will also gather and analyze feedback from employees worldwide to continuously improve communication strategies and disseminate communications around corporate identity.

During times of organizational change, the manager will lead internal communications efforts, developing and executing communication plans to support change management initiatives. The goal will be to ensure employees are well-informed, engaged, and supported throughout these changes.

Continuous measurement and improvement

Acting as a trusted advisor to business leaders on all global internal communication matters, the manager will establish metrics to measure the effectiveness of internal communication initiatives, analyze outcomes, and provide regular reports to senior leadership. Continuously seeking opportunities to improve internal communications processes and tools will be a key part of the role, ensuring that the company's internal communications are always effective and impactful.

This role is an excellent opportunity for a driven communications manager with experience in an international setting. The ideal candidate will have the seniority and vision to develop solid strategic plans, while also enjoying the hands-on implementation of these plans within the organization. Additionally, a proactive attitude and a passion for coffee and tea are must-haves.

“In this role, you’ll collaborate closely with HR, marketing, and various C-level executives within JDE Peet’s Global to ensure that internal communications are always cohesive and effective. With so much happening within the organization, you’ll need to be not only an excellent team player but also proactive and able to adapt quickly.”

**Khaled Rabbani,
Chief Legal & Corporate Affairs**



Interested?

JDE Peet's is working with Top of Minds to fill this vacancy.

To express your interest, please contact

Gijs Millaard at gijs.millaard@topofminds.com.



TOP OF MINDS
Executive Search