



Are you our new Brand Manager taking Aperol and Campari to the next level?

The successful Brand Manager for the Campari Group portfolio at Hans Just A/S requires a strong commercial and creative marketer, who is both strategic and executional by nature, and experienced in delivering brand building at a high level. You will be part of a professional and dynamic marketing team consisting of 8 employees, and you will be managing the Aperol brand expecting huge growth over the next years.

In the position you will be managing the marketing strategy for our portfolio of spirit products from one of our biggest suppliers – Campari Group. The portfolio includes strong brands such as Aperol and Campari. You will be working closely together with the regional and global Campari Group marketing team to plan and activate centrally and locally created marketing programs. You will be managing all marketing activities including Media Planning, Brand Activations, PR, Social Media and Trade Marketing in cooperation with agencies and the Marketing Manager.

Job Responsibilities:

Grow awareness and build demand in Denmark through marketing strategies in line with consumer insights and global brand guidelines

Ensure that the brand DNA is followed in all marketing activities and have a clear understanding of the core target audience per category and brand

Manage potential agency relationships across Media Planning, Brand Activation, Social Media, PR and Trade Marketing

Implement marketing plan to the highest level of execution in time and within budget

Plan, organize, execute and participate in consumer events

Plan and effectuate trade materials for the commercial department, and motivate sales force

Manage and control the A&P budget



Your profile:

We expect that you have a relevant degree and minimum three years of experience from the FMCG business as a brand manager, category manager or similar.

Strong drive and passion

Independently working, and at the same time enjoying the fellowship in the organization

Strong interpersonal skills

Strong communication and presentation skills

Solid commercial understanding

Excellent at interpreting data and insights

Fluent in Danish and English, both verbal and written

Expected 20 travel days per year

We offer:

An exciting and influential position in a dynamic and future-oriented organization with an informal working environment. Our organization builds on strong values, team-work and result focus.

Salary based on qualifications, including pension plan and health insurance.

Application:

To apply, please send us your CV and cover letter in English no later than April 30th 2018 to dok@hansjust.dk – marked: "Campari Group Brand Manager". If you have any questions, please feel free to contact Marketing Manager, Dorte Kraft, at +45 20551072

Timing:

1st of August 2018

Hans Just A/S was founded in 1867, and has since then been 100% privately owned. Today Hans Just A/S is managed by the 5th generation of the family. In Hans Just A/S we are a company of 65 dedicated employees working with import, sales, distribution and marketing of selected international brands within wine, spirits and non-alcoholic drink mixers.