



Brand Manager Aperol and Campari – Maternity Cover

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 10 colleagues, and you will be managing the Campari Group portfolio in Denmark in a maternity cover. For the right candidate there will be a very good chance of a permanent position in the Hans Just A/S marketing team after the maternity cover period.

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 Director.

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

Hans Just A/S

Hans Just A/S was founded in 1867 and has ever since been 100% privately owned. Today Hans Just A/S is managed by the fifth generation of the family. In Hans Just A/S we are a company of 60 dedicated colleagues building strong international brands within spirits, wines, and non-alcoholic drink mixers.

Hans Just A/S holds a position as the 2nd biggest spirit player in Denmark distributing and building strong brands, e.g. Aperol, Campari, Jägermeister, Hendrick's, Tullamore D.E.W., Cointreau and Rémy Martin.

Hans Just A/S is part of the Nordic Hans Just Group with 195 employees. Hans Just Group is the leading spirit and wine company in the Nordics.

At Hans Just A/S you will become part of a company with a strong culture in a family owned company. Hans Just A/S values social relations very highly and have a strong set of values that are acted out and respected throughout the company.

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 and contact:

We will start interviewing as soon as we have qualified candidates, and the start date is preferably December 1st 2020. Please send us your CV and cover letter in English to job.marketing@hansjust.dk - marked: "Campari Group Brand Manager".

If you have any questions, please feel free to contact Marketing Director, Dorte Kraft, at +45 20551072