

Versele-Laga – International Management Trainee

Responsibilities:

Are you an ambitious recent graduate with a passion for marketing and discovering new cultures? Versele-Laga offers you the chance to kickstart your career as an international Marketing Trainee in an international and professional environment, focusing on the bird category for the USA market. With local headquarters in Miami and 3 production facilities across the country, Versele-Laga is already well implemented in the USA.

As an international management trainee, you will work on strategic marketing projects, gaining hands-on experience in building and managing our strong brands and assortments across the North-American market. You will collaborate with experienced professionals, learn best practices, and contribute to the development and implementation of innovative branding strategies and product management.

The program includes comprehensive training and mentorship of several months at our headquarters, providing you with a deep understanding of our business, products, and global branding approach. You will work on real-world marketing challenges in a time frame of one or two years, with extensive travelling and/or partially being based in the USA.

This role offers a unique opportunity to develop your skills, grow professionally, and play a key part in Versele-Laga's mission of nurturing the bond between people and animals.

Are you ready to take flight with Versele-Laga's bird category? Join us for this unique opportunity!

Training and Development:

- During an intensive **6-month training period** at our headquarters, you will gain an in-depth understanding of the company strategy, core processes and operational challenges.
- Deep dive into the bird category by familiarizing yourself with our diverse portfolio of products and brands, understanding their unique value propositions and market positioning.

Market Research and Analysis

- Conduct thorough market research in the United States, working partially out of Miami with regular travel to key locations across the country.
- Analyze the U.S. bird food market to identify customer needs and emerging trends
- In depth analysis of competitor assortments, positioning, go to market and marketing activities.
- Perform an assortment evaluation, identifying product gaps and redundancies within the current portfolio to ensure alignment with market demands.
- Build actionable insights and recommendations to strengthen our market position and brand strategy.

Brand Strategy Development

- Develop a comprehensive brand positioning and strategy proposal that outlines a clear position for each of

the bird category brands.

- Craft a cohesive product assortment proposition for the U.S., ensuring alignment with Versele-Laga's global vision and local market dynamics.
- Provide the right toolbox and training for our local sales teams.
- Evaluate and finetune our go to market strategy per channel and per brand.
- Work in close collaboration with the global marketing team, U.S. marketing team, and U.S. sales management to refine and implement the strategy effectively.
- Help develop communication plans and campaigns that support the strategic positioning of the brands in the U.S. market.
- Detect and develop innovation ideas.

Collaboration and Reporting

- Work closely with cross-functional teams to ensure seamless integration of marketing efforts across different regions and departments.
- Report directly to the Global Product Manager Bird, while maintaining a dotted-line relationship with the U.S. Marketing Manager, ensuring alignment on goals and project execution.
- Participate in coaching and training sessions to develop both *soft skills* (leadership, communication, project management) and *technical marketing skills*.

Requirements:

- **Academic Background:** You have a Master's degree (Economic or Marketing by preference) and you are looking for a solid challenge.
- **Work experience:** You have recently graduated or will graduate in 2025. You have max 2 years of work experience and are looking for a challenge from August or September 2025.
- **Analytical Ability:** Able to analyze data and processes, identify trends and make strategic recommendations.
- **Adaptability:** Working in a fast-changing international environment requires flexibility and openness to new experiences.
- **Strong Communication Skills:** You can communicate effectively in a business environment, both in writing and orally, in both Dutch and English.
- **Team-oriented and Leadership Potential:** You show a proactive attitude and the ability to work together within various teams.
- **Cultural Intelligence:** Understanding and respect for cultural differences and a genuine interest in international cooperation.

Our Offer:

- **Comprehensive Learning Program:** A structured program focused on your professional and personal development.
- **International Exposure:** The opportunity to work in different countries and cultures.
- **Mentoring and Coaching:** Intensive guidance from experienced professionals within the organisation.
- **Career prospects:** The opportunity to progress to a managerial role within the company upon successful completion of the program
- **Competitive Salary and Benefits Package:** An attractive package that matches your commitment and talent.

