

## Versele – Productmanager Petfood (Cat)

### Position:

- In consultation with the marketing manager, you draw up the category vision for your animal family and help determine the direction in which we wish to evolve.
- You are responsible for the management of your product range: you develop strong product concepts in line with consumer needs; you monitor product life cycle management and make proactive proposals for optimization of the ranges.
- You take the product lead in launching new products. You work closely with various other departments (R&D, production, logistics, purchasing and sales).
- You are the point of contact for product-related questions.
- You build a thorough market knowledge of your category; you spot trends, map market dynamics and monitor the competition. You also systematically monitor internal sales figures.
- Together with trade marketing, you work out an annual plan to support your animal family.
- You coordinate, implement and evaluate all out of store communication/activation for your (sub)brands. You call on the internal marketing communications department and/or work with external creative partners for this.
- You are sufficiently familiar with online activation/communication; you are responsible for the digital content of your animal family.
- You actively participate in fairs and other events.
- Every day you contribute to the professionalization of our marketing team.
- You report directly to the global marketing manager.

### Profile:

- You hold a **higher education degree in Marketing** (Master's in Business Economics, Commercial Engineering, Economics or a postgraduate degree) or equivalent through experience.
- You have a **true passion for the world of pets** and are motivated to make a meaningful impact on their health and well-being.
- You have **at least 5 years of experience** as a **Marketing Product Manager** within a **consumer food environment**, with proven expertise in **innovation, category management, communication, advertising, and pricing**.
- You are **analytically strong** and have excellent **problem-solving** and **strategic thinking skills**.
- You communicate **clearly, openly and effectively** across different teams and levels, and are fluent in **Dutch, French and English**. Knowledge of **German** or another language is a strong asset.
- You are a **true team player**, comfortable working in **global teams and matrix organizations**, fostering collaboration and knowledge sharing.
- You take **initiative**, are **well-organized**, and demonstrate a strong **sense of responsibility**. You set clear

goals, focus on results, and inspire others to perform at their best.

- You show **adaptability** in a rapidly changing business environment, remaining flexible and resilient while keeping focus on priorities.
- You are **customer-centric**, with a deep understanding of consumer needs and behavior, and you translate insights into actionable marketing strategies that strengthen brand and product positioning (**Customer Centricity**).
- You embrace **innovation and continuous improvement**, proactively seeking opportunities to enhance products, processes, and ways of working.
- You are **eager to learn** and willing to invest time in understanding the **scientific and nutritional aspects** behind our products and animal families.
- You are **ambitious and entrepreneurial**, ready to take on a **key role** within a strong, multinational **family-owned company** where your contribution truly makes a difference.

## Our offer:

- **Flexible working hours:** you benefit from flexible working hours, allowing you to maintain a healthy work-life balance.
- **Salary:** a competitive salary in line with the market, depending on your profile and experience.
- **Electric company car with charging card:** you will receive an electric company car including a charging card, enabling sustainable and comfortable mobility.
- **Fringe benefits:** we offer group insurance and hospitalization insurance, ensuring you are well protected.
- **Meal vouchers:** you receive meal vouchers worth €10 per worked day.
- **Growth opportunities:** opportunities to develop yourself within a large, ambitious, and international family business where your contribution truly makes a difference.
- **Meaningful job:** the opportunity to have a positive impact on the lives of pets and their owners worldwide.
- **Strong team spirit:** you will work within a driven and passionate team in a dynamic and growing sector.
- **Innovative environment:** a collaborative workplace that values your ideas and creativity.
- **Warm family atmosphere:** with fun team activities such as the *Versele-Laga Run* in Deinze, the *Versele-Laga Classic* cycling event, and much more.

<https://www.versele.com/nl/be>