

Versele – Trade Marketeer

Position:

As a Trade Marketeer, you are a crucial link between marketing and sales. You are familiar with the brand strategy for our pet product ranges and understand the commercial objectives for each (sub)brand over the coming years. Based on these insights, you develop an optimal and results-driven approach to drive growth for our clients.

In addition, you will also play an active role in initiating and further developing category management with our key clients. You will translate shopper, market and category insights into concrete recommendations regarding product range, shelf layout and promotions, with the aim of achieving sustainable category growth for both the client and our organisation.

What will you be doing?

- Developing and implementing promotional plans by category and (sub)brand, aligned with commercial objectives and client needs, including the design of POS materials
- Drawing up and developing a pragmatic annual plan to support each pet category in collaboration with the Product Manager
- Initiating and developing category management for key accounts (from product range and shelf layout to promotions)
- Managing projects from start to finish: timing, budget and quality.
- Monitoring market trends, competition and distribution, and translating these into concrete insights and actions.

Profile:

- You have several years' experience in a similar role as a Trade Marketeer, Category Manager or Product Manager.
- You are fluent in three languages (NL/FR/EN). Knowledge of German is an advantage.
- You combine an analytical mindset with a pragmatic and commercial approach.
- You take the initiative and think proactively about improvements and opportunities.
- You are an eager-to-learn team player.
- You combine time management with a practical, results-oriented approach.

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.
- **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>