

Netherlands Jobs Expertini®

Sustainability Marketing Manager (AtSource)

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Company: ofi

Location: Netherlands

Category: other-general

The chances are you've already experienced a little of **ofi** today. One in five chocolate bars produced anywhere in the world use our cocoa beans and products. We supply enough coffee beans to brew over 90 billion cups of coffee and our nuts, spices and dairy products are used in millions of products around the world. But we don't just source or grow the raw materials for these products: our team of chefs and food scientists are working closely with our customers, sharing our fresh ideas to inspire new concepts. **Making it real** at every step, from plant to palate.

ofi is a global leader at the forefront of food & beverage consumer trends. Through its complementary portfolio of cocoa, coffee, dairy, nuts and spices ofi delivers sustainable, natural, and plant-based ingredients & solutions to its global and diversified customer base. ofi have 20,000+ employees, is in 51 countries and supplies food and raw materials to over 8,000 customers.

We're also driven by our Purpose – **'Be the change for good food and a healthy future'**. By working **with** us, you'll be helping to create real impact on the ground.

Sustainability is built into our business model - from our offices to our farming operations and supply chains, we're acting across issues as diverse as farmer poverty, deforestation and greenhouse gas emissions.

About the role

This exciting role is focused on developing and disseminating **ofi's** sustainability value proposition for customers. Sustainability is at the heart of everything we do at **ofi** and our customer base recognizes us for the value we create for them, in developing sustainable

supply chains and delivering sustainable products and solutions. An important driver of our sustainability offer is AtSource.

The Sustainability Marketing Manager will contribute to business growth by creating more visibility and recognition for our sustainability offer and the integrated role of AtSource. You will work hand in hand with our sustainability commercialization team, the AtSource team, marketing managers in the regions and in product platforms, the comms team and with sustainability colleagues around the globe, to develop and execute the sustainability offer and marketing strategy, tactics and operational marketing activities.

This role is based in **Amsterdam - The Netherlands** , reporting to both the Global Head of Brand as well as the Global Head – Sustainable Business Development and AtSource lead.

Responsibilities include:

Working closely together with internal stakeholders in sales, marketing, sustainability & innovation to create the sustainability value propositions – including AtSource - and marketing strategy, tactics, and communications plans, delivering results measured against key performance indicators.

Creating full suite of marketing assets to engage customers with the sustainability offerings. This can range from PPT presentations to email marketing campaigns, whitepapers through to webinars and category events.

For a selected set of priority customers, creating and executing sustainability marketing plans and be the go-to person for all customer related sustainability marketing activities.

Delivering sustainability marketing trainings for frontline, customer facing teams to ensure internal front-line understanding of all elements of the sustainability value proposition & customer engagement programs. Creating feedback loops to keep track of customer understanding.

Building and maintaining critical relationships with key decision makers and stakeholders both internally and externally.

Providing marketing updates to key stakeholders to keep them up to date on major sustainability trends, influences and key customer focus areas in order to maximize our commercial opportunities.

As an expert in your field, you can work with limited direction, using additional research and

interpretation to identify challenges and reputational risks, with the support of the comms team.

Specifically related to AtSource, responsibilities include:

Supporting the improvement of the AtSource user journey for internal stakeholders and customers.

Ensuring updated content on AtSource, including impact stories, explanations on the objectives and value proposition, etc.

Developing and evolving claims guidelines for use of AtSource logo in B2B and B2C.

Overseeing use and monitoring of AtSource logo guidelines and trademarks and working with the legal team on requirements and issues.

Supporting the development of the AtSource website in line with the Go-to-market strategy, including the management of portal content.

Managing marketing relationship and ensuring alignment with licensees of AtSource (e.g. Olam Agri, Olam Holdings), maintaining the AtSource brand identity and integrity.

The candidate

To be successful in this role the ideal candidate must have:

A university degree, ideally in marketing

Approx. 7 - 12 years marketing experience in B2B environment

Preferably work experience in the food sector

A good understanding of sustainability challenges, ideally within Agri-sector.

Successful track record working across the marketing mix

Creative flair, including leading creative content campaigns across multiple markets

Strong written and verbal communication skills

Proven ability to manage multiple projects under pressure

Language Proficiency: Fluent English

Experience managing a marketing budget with a key focus on impact and ROI

Good understanding of using data to deliver positive ROI, making decisions based on analytics and data to drive marketing efficiencies, effectiveness and collaboration.

To be successful in this role the ideal candidate must be:

A team player at heart. This is the culture of the Marketing function and of

Highly motivated self-starter, with a can-do mentality and a strong sense of ownership

Confident and able to be assertive with senior stakeholders

Capable of thinking strategically, while able to manage multiple hands-on tasks and changing priorities in a fast-paced environment in order to deliver

Creative problem-solver with a growth mindset; finding ways to simplify process / improve performance

Flexible in mindset, keen to work in an entrepreneurial environment, able to travel and comfortable to deal with most key stakeholders remotely across global time zones

Comfort with global organization and role, and with matrix structure / environment

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