

Job Title: **International Trade Marketeer**
Job ID: S647
Location: Rotterdam – The Netherlands
Industry: DIY / FMCG
Job Type: Full-time

Job profile:

International Trade Marketeer at the Bolton Adhesives headquarters in Rotterdam. Appealing brands in the Do-It-Yourself (DIY) and Stationery branches, market leader with a very strong position in retail in 125 countries. As an International Trade Marketeer you initiate and support the development of the international sales activities for the brands, product categories and countries assigned to you. A professional with a strong entrepreneurial mentality is in order here. In your role, you develop and implement the product portfolios and innovations in accordance with the needs of the market and develop strong category and activation plans for our DIY product assortment in collaboration with the distributors and trading partners to further develop the market position of our brands Bison and UHU on a global level. You develop and implement marketing activation plans including ATL and BTL activities. You support the distributors and trade partners with sales and training material. In addition, the e-commerce business development for International Sales-markets in cooperation with the sales team will also part of your role as well as market- and competition analysis.

We are looking for a passionate trade marketer, who has already made some progress and is just going the extra mile. Someone who thinks strategically and tactically makes a difference. A hands-on thinker, entrepreneur type, strong in analysis, excellent team player and ambassador within the international DIY industry. Within International Sales you work together with Sales, Corporate Marketing, Support, Purchasing and Bison Information Center (BIC) at locations in Rotterdam and Goes (NL) and Bühl / Baden (Germany). (Limited) travel is part of the position, this will be 4 to 6 times a year. A position with career opportunities, at a particularly professional and people-oriented organization. An organization that will make a valuable contribution to your career and personal development. As a world innovator, the company has numerous unique patents in its portfolio that guarantee an exciting period! You report to the Marketing Manager International Sales.

Client:

Bolton Adhesives, known for its premium brands Bison, UHU, Bostik and Griffon, is a fast-growing international company active in Do-It-Yourself (DIY). Bolton Adhesives is part of the Bolton Group and is represented in more than 125 countries. The Bolton Group's overall global portfolio includes well-known brands in the food, personal care, adhesives and healthcare categories. Bolton Adhesives has a strong range of brands and is active in adhesives, sealants, cleaning and adhesives. Bolton is located in Rotterdam with a production unit in Goes. The culture is warm, people-oriented with a lot of passion and pride for the brand and the products. Strong personalities with an open mind and attitude and a motivation to make a difference in a respectful way come into their own here.

Job requirements:

HBO + / WO

6-8 years of relevant trade marketing experience (DIY food preferred)

Winner mentality, commercial self-starter

Creative, entrepreneur, proactive

Strong in analysis, passion for brands

International experience in trade marketing, activations and analyzes is a strong plus

First experience in digital brand activation and e-commerce business development is plus

Business driven, commercial, work hard & play hard

Fluent command of Dutch and English (German is an advantage)

Terms of employment:

The client has a total package of very attractive (secondary) employment conditions.

Respond DIRECTLY, with CV

We will complete this procedure within 6 weeks

Contact: Huub Terpstra
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