

Job Description

Business Line Marketing Manager

Job Title: Business Line Marketing Manager
Reporting Line: Group Marketing Director; dotted line to Business Line Directors
Functional Area: Marketing
Location: Based in one of the European Nactarome sites, with up to 50% travel

Overall Mission

Own the Nactarome Group's full marketing strategy & plans, from market trend understanding to Business Line initiative pipeline, strategic customer presentations and trade fair participation.

Main Responsibilities

- Identify and anticipate market developments, trends and food industry needs, including flavours, ingredients and finished product segments.
- Analyse top customer demand and key competitor activity (market positioning, brands, products, labelling strategy, etc.), proactively suggesting appropriate actions & initiatives.
- Develop a Group marketing strategy and annual plan, aligning with the Executive Team to ensure coherence with Company strategies, commercial policies and annual budgets.
- Work closely with R&D and Sales to reflect their needs and opportunities in the marketing strategy and plans, generating new projects as appropriate.
- Own the deployment of the marketing strategy and plans to the Local Marketing & Sales teams, helping to deploy to top strategic customers with appropriate communications materials.
- Develop the Nactarome trade fair strategy, owning the execution of the relevant events to reflect strategic Group priorities.
- Create partnerships with key suppliers and service providers to generate efficient scale.
- Maintain the Business Line & Group Marketing SharePoint sites, enabling and encouraging more share and reapply across the local Marketing & Sales teams.
- Define the BL marketing budget and manage in compliance with company policies.

Qualifications & Desired Skills

- Bachelor's degree in marketing, communications, food science or a related field.
- 4-6 years marketing experience in the food technology sector.
- Fluent written & spoken English; additional European languages are an asset.
- A customer-centric focus, able to translate commercial needs into marketing strategies & plans.
- Proven leadership skills in a multi-functional and multi-cultural environment.
- Robust project management experience, with agile decision-making and problem-solving skills.
- Proficiency in social media and B2B marketing; skills in visual design are an additional asset.

For consideration, please send a cover letter & CV to pauline.manos@nactarome.com

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