



Sharing smiles



ASSISTANT BRAND MANAGER – SHORT TERM ASSIGNMENT SUPPORTING THE LAUGHING COW BRAND

We are recruiting for an Assistant Brand Manager to lead across The Laughing Cow brand. This is an exciting opportunity with significant projected growth plans for the brand to be achieved through ATL & BTL activities and significant NPD into 2015 / 2016. Accelerating the growth of The Laughing Cow brand is key and we have big ambitions to grow the brand over the next 3 years. As an ABM you will be supporting The Laughing Cow team in the development and the implementation of the brand marketing strategy and plan. The ABM will be expected to support the team in driving plans to market and deliver against the strong ATL & BTL investment.

KEY RESPONSIBILITIES:

Reporting directly to the Brand Manager, you will be responsible for the following during your operational internship:

- To use consumer and competitive knowledge to prepare monthly data reports on relevant Cheese sectors performance. Including cross reference with internal Bel sales figures, competitor activity and recommended action points.
- Project management of specified brand activities, to agreed objectives.
- To contribute ideas for appropriate courses of action for the brand to the brand team.
- To work cross functionally with other members of the marketing team on specified projects, as required.
- Organise and record trial of NPD internally.
- Support the Brand Managers on other brand projects, as required
- Ensure good communication on all projects with other members of the marketing team, Sales force, other Bel departments and any relevant third parties

ESSENTIAL EXPERIENCE, SKILLS & QUALIFICATIONS:

- A student who is genuinely interested in pursuing a career in marketing.
- Previous experience of a marketing within a B2C environment would be a distinct advantage.
- Must be happy to take responsibility for leading & implementing marketing projects, on time & on budget.
- Excellent communication skills, both creative and analytical, highly literate and numerate, self-motivated and able to function with autonomy, & rigor, be demanding of high quality levels, an enthusiastic team player
- French language skills would be a distinct advantage

REQUIRED BEHAVIOURS:

- Shows desire for future success and aspires to be the best
- Competitiveness – knows the competition and wants to win
- Takes personal accountability for delivering the highest standards for customers and consumers
- Applies a positive attitude and executes brilliantly

COMPANY OVERVIEW:

Bel UK is the UK subsidiary of the French cheese manufacturer, Fromageries Bel S.A., the 2nd largest branded cheese manufacturer in Europe with consolidated sales exceeding €2.6 billion, 80% of which from outside France.

Our UK office is based in a modern, open plan office in Sevenoaks, Kent which is a 25 minute commute from London; Bel UK has demonstrated impressive growth over the last 10 years. The company style is relaxed yet professional, and the Marketing team members are a young and dynamic mix of British and European employees. It's an exciting time to join the Bel Group. We have our sights set on accelerating UK growth. The vital key to our success is our people who, armed with fresh ideas and long term sustainable strategies, are driving forward our plans for growth. Find out more about the Bel Group's passion for cheese and our values by visiting www.groupe-bel.com

GENERAL INFORMATION

Sevenoaks (Kent, UK), 6/12 months from July 2015, from £1,250/month.

CONTACT

Please apply directly to ukcareers@groupe-bel.com with CV and covering letter under the reference **GP-BMTUK**.

Whilst we would like to respond to all applicants, regrettably we are unable to do so due to high volumes we receive. If you have not heard from us within 2 weeks, unfortunately on this occasion your application has been unsuccessful.