

Holm Marcher & Co.

Brand Manager for the Toms Group

On behalf of Toms we are looking for a highly ambitious and skilled Brand Manager who can develop and manage Toms candy portfolio and who will be responsible for developing new exciting formats and tastes within the Toms portfolio. The role requires a strong interest and previous experience within product management as well as brand management. You will be part of a creative and challenging production environment and work with strong, iconic candy products.

About the Toms Group

Since 1924, the Toms Group has delivered sweet experiences to the Danes. Today Toms makes everything from scratch with equal parts proud tradition and renewal. Toms is deeply embedded in Danish culture as the purveyor of the favourite sweets and chocolate for the Danes. The story about Toms is the story about nearly a century of proud craftsmanship, hard work and foresight. It's the story about the iconic Toms Guld Barre, Kæmpe Skildpadde and Yankie Bar. And it's also the story about the original taste, good raw ingredients and high quality. "Hygge" is always fashionable and at Toms they intend to continue providing the most popular chocolate and candy to the Danes for those cosy times. A job at Toms means a career in a company with a proud history and a glorious future. Toms build their business on a strong foundation of skilled employees. At Toms they are proud of their legacy, but also acknowledge the necessity of innovation and keeping up with the demands from their customers and their employees.

The position

As Brand Manager for Toms Candy you will be part of the Toms Brand team of four people and part of the total Marketing & Innovation team of 20 dedicated people. You will be collaborating with a marketing manager and will be responsible of Toms Candy portfolio, which contains a variety of iconic products within liquorice, mixed candy bags and bars.

As Brand Manager, you will control and manage your own portfolio, develop strategies and work with product development and management. Furthermore, you will compile new products and packing, while managing and solving parallel projects from start to finish. In this process, you will use your experience and insight to pick out the right and most beneficial solutions. You will be working with the entire value chain and will be in continuous dialogue with Category Management, Sales and Supply Chain to make sure there is value in the specific projects.

Your specific tasks, focused on the Northern European market, will include the following:

- Take part in the product development process, including idea generation, responsibility for the business cases and KPI settings, product briefing and packing development, as well as a go to market plan
- Development and implementation of the yearly brand plan with NPDs
- Analysing and translation of market data and consumer trends
- Development of communication and marketing activities in collaboration with external agencies
- Responsibility of budget and P&L
- Monitoring Brand Performance

Your profile

As an ideal candidate you have a Cand.Merc., HD-A or similar educational background, as well as a minimum of 3+ years of experience in a similar position. We expect that you understand the retail business and have experience with P&L and product management within FMCG. Furthermore, it would be beneficial if you have experience with category management or brand management. You are familiar with the Office package, especially PowerPoint and Excel. Moreover, you are fluent in written and oral English and familiar with the Scandinavian languages. As a person, you are proactive, outgoing and enjoy working in teams. At the same time, you enjoy to immerse yourself in a task. Additionally, you

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are inventive, result oriented, data driven, structured and possess strong analytical as well as project management skills. Finally, you have a winning attitude and a desire to work with some of the strongest iconic brands in the confectionery category.

Interested?

If you want to know more about the position, you are welcome to contact Malene Friis Bentzen on mfb@holmmarcher.dk.