

## **Holm Marcher & Co.**

### **Senior Brand Manager for Anthon Berg**

In order to strengthen the Anthon Berg brand and drive continuous growth, we're looking for a strong and ambitious Senior Brand Manager who understands how to further develop and implement an international commercial strategy for one of Denmark's strongest brands. A Senior Brand Manager who is capable of managing new concepts and product developments from start to finish and strive against our ambitious growth targets for our unique liquor filled chocolate bottles internationally.

### **About Anthon Berg – Part of the Toms Group**

Since 1924, the Toms Group has delivered sweet experiences to the Danes. Today Toms makes everything from scratch with equal parts of 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 Anthon Berg Marzipan bread, the bestselling Gold Box, Toms Guld Barre and Yankee Bar. And it's also the story about the original taste, good raw ingredients and high quality. A job at Toms means a career in a company with a proud history and an exciting future.

Anthon Berg is the strongest brand within the Toms Group outside the Danish market and is a brand known for high quality and unique products. At Anthon Berg, our work is based on our payoff 'Anthon Berg – you can never be too generous'. With our unique liquor filled chocolate bottles, the products represent a strong position in the Travel Retail channel globally as well as in a number of international markets.

### **The position**

As Senior Brand Manager you will become responsible for the conceptual development of new products, by working with the strategy and defining new concepts from the idea generation process, product brief, pack development to launch plan. Furthermore, you will be responsible for ensuring a competitive range of products, adapted to priorities of the international sales channels as well as maintaining the existing product portfolio. You will be cooperating closely with the other Senior Brand Manager on Anthon Berg International, as well as the Licensing Manager to gain new license deals and thereby secure growth for our future platform. As a Senior Brand Manager, you will drive different tailor-made projects, while continuously staying in dialogue with and dealing with multiple stakeholders. You will be part of a Marketing & Innovation team of 20 people, as well as a smaller team of five whose main focus is Anthon Berg.

### **Your profile**

As an ideal candidate, you have a Cand.Merc. or similar educational background within marketing or communication and possess 5+ years of experience with brand management and project management of marketing initiatives within strong consumer brands. Additionally, you have experience with international sales and marketing and are used to collaborating with product development, sales functions and supply chain. In addition to being strategic minded with a strong understanding of product development, you also possess a hands-on approach. You are used to making decisions based on data and analysis, and you are able to combine strategy and execution, while having a proven track record of successful concept development. Furthermore, it is expected that you understand the retail business and have experience with P&L and product management within FMCG. You are familiar with the Office package, especially PowerPoint and Excel and fluent in written and oral English.

As Senior Brand Manager for the Anthon Berg brand portfolio, you possess a strong and outgoing personality and can perform in a large international group like the Toms Group. You are independent, ambitious, result-oriented and proactive. You have a winning attitude and the desire to work in one of Denmark's most exciting marketing departments.

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### **Interested?**

If you want to know more about the position, you are welcome to contact Malene Friis Bentzen on [mfb@holmmarcher.dk](mailto:mfb@holmmarcher.dk).