

Strategic Marketing Coordinator

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Company: Kerry

Location: Bogotá

Category: other-general

Reporting to EUM Lead you will be an integral member of Latam's EUM team working as a trusted partner in setting the strategy and guaranteeing its execution to deliver business growth.

Key responsibilities

In partnership with EUM Lead, responsible for providing external context for relevant sub-End Use Markets as input to the strategic planning process, including market sizing and growth rates, market dynamics, consumer trends & competitor analysis.

Provide consumer insights, synthesized with customer and competitor information, to EUM lead to support the strategy setting process.

Bring inputs to strategy setting working sessions in partnership with the EUM lead, challenging assumptions and priorities based on market insights and understanding.

Actively collaborates with the local teams (Marketing, Sales, RD&A, BD and others as appropriately) in activating the strategies for relevant sub-End Use Markets.

Supports, challenges, and guides the Marketing, Sales, RD&A and BD teams in bringing Kerry's Business Model to its full strength.

Actively connects with the Global teams in formal and informal forums, leveraging from the Groups' experience in the relevant sub-End Use Markets while bringing visibility of the region's expertise and critical actions.

Key activities include Unique Value Proposition (UVP) and Go-To-Market (GTM) construction

for relevant technologies, Business Case construction for M&A, innovation and investments, primary contact with local and Global teams for external and internal communications efforts as part of local and/or global campaigns, competitor and customer mapping, leading the process of innovation and consumer insights construction for relevant sub-End Use Markets and driving best-in-class collections.

Supporting activities include tradeshow and customer events, guiding as a Strategy expert.

Travel primarily within Latin America may be required.

Qualifications and skills

Strong passion for the Food Industry & Technology.

Fluent in Spanish and English, desirable also in Portuguese.

Minimum 3-5 years of related experience in Food & Beverage B2B Marketing, Business Development, RD&A and/or Sales.

Bachelor's degree in marketing, Business or Engineering, Master's degree in related fields a plus.

High energy with strong can-do approach, high level of emotional intelligence and resilience. With a passion for actively engaging across the business, building partnerships based on trust and integrity.

Excellent presentation and communication skills.

Strong analytical skills of consumer, market, and sales data.

Strong project time management skills: ability to manage multiple details and deadlines in a matrix organization with excellent quality.

Ability to quickly grasp and become proficient in new concepts, ideas, technologies, markets, tools, and ways of working.

Strong consulting and facilitation skills (diplomatic, conciliative, empathetic, and collaborative).

Ability to anticipate internal and external customer and/or market needs.

About Kerry

Kerry is the world's leading taste and nutrition company for the food, beverage and pharmaceutical industries. Every day we partner with customers to create healthier, tastier and more sustainable products that are consumed by billions of people across the world. Our vision is to be our customers' most valued partner, creating a world of sustainable nutrition. A career with Kerry offers you an opportunity to shape the future of food while providing you opportunities to explore and grow in a truly global environment.

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