



European Search Company
Human Capital Consulting

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Market Research Specialist Nordic – Jacob Douwe Egberts

JACOBS DOUWE EGBERTS (JDE)

In May 2014 it was announced that Mondelēz International, Inc. and D.E Master Blenders 1753 B.V. would combine their respective coffee businesses to create the world's leading pure-play coffee company, with annual revenues of more than \$7 billion (€5 billion).

The new company was named Jacobs Douwe Egberts (JDE) and was based in the Netherlands. It now holds leading market positions in more than two dozen countries and have a strong emerging market presence, giving it significant revenue synergy opportunities in the \$81 billion global coffee category.

The two companies own some of the world's leading coffee brands, such as *Jacobs*, *Carte Noire*, *Gevalia*, *Kenco*, *Tassimo* and *Millicano* from Mondelēz International and *Douwe Egberts*, *L'OR*, *Pilão* and *Senseo* from D.E Master Blenders 1753.

The Position

With a direct report to the Market Research, Media, Consumer Relations Manager Nordic the Market Research Specialist is responsible for driving growth and business results by embedding building Marketing intelligence to be a source of competitive advantage of JDE. This to be achieved by best in class knowledge about coffee, coffee consumption, coffee consumers and coffee shopping than our competitors. Facilitate decision making in JDE by the timely delivery of appropriate and unambiguous insights and data. Support and improve the decision making in JDE through a fact based, scientific approach to data, for which Market Research team is among the main keepers and promoters within the company.

Key Accountabilities

Local accountable for providing insights on market, consumers trends & drivers, coordination of Market Research analysis and projects within the Nordic (Sweden, Denmark, Norway), including:

- Lead / support execution and implementation of research plans arising from marketing related opportunities/ issues;
- Help to facilitate fact based decision making based on available insights & data to address business information needs and preparing advanced issue-related analyses, recommend business solutions;
- Supervise supplier activities

European Search Company

We are a professional search company dedicated to helping our clients to acquire and retain the vital human capital they need to achieve their strategic business goals.

We strive to develop people and organizations through professional partnership with our clients to meet their business strategies and maximize their performance and revenue.

We provides exceptional service and expertise to deliver effective leadership solutions for our clients.

This person works closely with local Marketing and Sales teams, as the first Market Research contact for them regarding continuous trackers (like Nielsen, Gfk), JDE analysis tools related topics.

Key Areas of Responsibility

- Support for reaching Business Objectives & developing Strategies by integrating market intelligence knowledge into business planning processes
- Report Category trends and Brand performance, lead Market Research owned performance tracking tools management & insights distribution within organization
- Conducting Market Research projects and analyses on Market / Consumer Insights, Modelling & Analytics
- Executing Market Research plans & budget tracking
- Media contracts & reports management
- Market knowledge and trends monitoring

Required Experience & Profile

- Experience
 - Bachelor degree, Master of Science or similar (preferably in Business, Marketing, Marketing research)
 - 3 - 5 year experience in customer / consumer service or similar field
 - Fluent in English, Danish
 - High level of MS Office (Excel and PowerPoint) knowledge
 - Experience with market data tools (i.e. Nielsen/Gfk)
 - Experience from international company / FMCG experience seen as benefit
- Profile

As a person you are curious and open-minded. You are a team-player, with excellent communications skills, who easily wins trust with colleagues and customers. You are highly analytical in the sense that you enjoy analyzing data to find actionable business opportunities and then turn them into actions and results. You have a passion for understanding the consumer. You have a problem-solving attitude and you lead your projects with great accountability. You work independently and takes initiatives on your own.

Contact and application

If you have any questions to the position, please contact Torben Schiermer at European Search Company; +45 2965 1105 or send an application with your CV enclosed to; ts@europeansearch.dk att.: "MR Specialist Nordic"