

IFCO is the leading provider of RPCs for fresh products including fruits and vegetables, meat, and bananas. By partnering with leading producers and retailers, we are working to create the world's most cost effective and sustainable supply chain.



A Brambles Company

For our office in Pullach (Munich, Germany) we are currently looking for a

Manager of Strategic Marketing (f/m)

The Manager of Strategic Marketing is responsible for the development and implementation of global marketing strategies to increase adoption of RPCs, defend market share, and drive preference for IFCO vs. competitors. She/he is responsible for managing marketing projects of global scope, including development of global communications, marketing collateral, and digital properties for implementation by regional marketing teams. The holder of the position works across markets and functions to understand business priorities in order to localize the global marketing strategy.

Key Accountabilities:

- Prepares the value proposition of IFCO and of RPC solutions compared to competitors and alternative packaging solutions and develops the associated marketing content
- Works with the sales teams to understand the needs of customers and prospects, what problems they have, and how they make buying decisions and reflects this information into marketing plans
- Continually monitors shifts/trends in the market, competitors, customer needs, and partner offerings to help define and refine the marketing strategy
- Manages key projects pertaining to the implementation of IFCO's brand strategy in all countries of operation
- Manages agency partners for strategic marketing projects
- Manages development and oversees localization of global marketing collateral
- Drafts global communications, including press releases and customer communications
- Manages global web properties and social media strategy
- Aligns digital strategy with company brand, marketing and communications goals
- Ensures consistency of digital content with all other marketing channels
- Continuous improvement of company websites, including usability, design, and content
- Manages global social media strategy and implementation
- Develops global content marketing program
- Evaluates market research and competitor digital presence to inform digital strategy
- Reviews new technologies and keeps the company at the forefront of developments in digital marketing

Qualifications/Experience/Skills and Knowledge:

- Bachelor's degree in business (or related field) required, MBA preferred
- 5+ years of experience of applicable marketing experience
- Experience in the marketing of grocery retail and/or fresh foods, or the marketing of products or services to these industries
- Knowledge of produce, packaging, and supply chain management industries
- Able to interact effectively with personnel at all levels and in all disciplines from Executive level down, both internally and externally, and to develop strong internal networks is essential
- Fluent English and German
- The position includes up to 30% travel (domestic and international).

If you are interested in this challenging position, please send your application, including your CV in English (mandatory) as well as your desired salary and your earliest possible date of joining to Tanja Simunovic, tanja.simunovic@ifco.com. We are looking forward to receiving your application.