

FUNCTIEPROFIEL

Senior Digital Channels & Marketing Manager

Kandidaatprofiel

- Minimum of 7 years working experience in digital marketing and running successful websites
- Digital analytical tools (Google and Adobe Analytics)
- CMS systems (ADOBE), website development
- Web-related databases (SalesForce, HubSpot, Mailchimp)
- Analytical and data-driven
- Self-starter

Olam food ingredients (ofi) is a global leader offering naturally good food & beverage ingredients and solutions. Ofi is in the process of becoming a fully separate entity under the parent company Olam International – a global leader in agricultural supply chains. The Senior Digital Channels & Marketing Manager will manage the digital ecosystem to support ofi's digital strategy.





ofi (olam food ingredients)

ofi is an expert in added-value ingredients right back to the source. Focused on the raw materials and ingredient platforms that the company is known for globally – cocoa, coffee, dairy, nuts, and spices – ofi innovates in all areas of the business. From plant science and sustainability, to manufacturing or product formulation. Harnessing the category opportunities that these delicious products can combine to create. Making it real at every step, from plant to palate. ofi is characterized by its pioneering spirit, with sourcing expertise and farmer level relationships that run deep. Seeing the natural potential in everything and finding ways to unleash it. Delivering value at every level of the integrated supply chains.

ofi very recently launched its new brand, marking an exciting step in its evolution. Over the past 18 months, ofi has been working to add capabilities and will continue to do so. The added capabilities – especially in product application and development – mean that ofi will be working more closely than ever with customers around the globe, sharing fresh ideas to inspire new concepts, out of its 14 innovation centers.





The company's purpose is to be the change for good food and a healthy future. ofi believes that their scale and reach, combined with their mindset, makes the company an agent of change. To source, grow and manufacture ingredients that are good for farmers' livelihoods, for consumers' health and well-being and beneficial for the planet.

Headquartered in Singapore with central Marketing & PR Teams based in London and Rotterdam, ofi is a truly global company and its value chain spans 48 countries. Sustainability is deeply rooted in its DNA. The company has a sourcing network of nearly 2,6 million smallholder farmers. In addition, it owns its own estates, farms, production and processing facilities as well as distribution and innovation centers. Through these channels, the multi-billion-dollar business supplies both industrial raw materials, ingredients, solutions and consumer ready products (private label) to more than 15,000 customers worldwide.



Senior Digital Channels & Marketing Manager

The Senior Digital Channels & Marketing Manager works closely with ofi's marketing team and external agencies to support the digital marketing and customer engagement strategy. She/he will manage and optimize the full digital ecosystem and contributes to business growth, increased visibility and recognition of the ofi brand and its value proposition.

The Senior Digital Channels & Marketing Manager is the first point of reference for all things on the web at ofi. She/he will be responsible for ofi's web-based platforms, social media channels and related activities, such as SEO, SEA, social media promotions and analytics. She/he understands the opportunities that digital ecosystems offer for customer engagement and ensures that the brand shows one face to the market throughout all the customer touchpoints. The Senior Digital Channels & Marketing Manager ensures that any change on the website is in line with their overall positioning strategy. An example; they will interpret Google Analytics reports and discuss potential improvements for the website content with responsible business leads.

The recent split between Olam International and ofi has led to a brand-new website for ofi. The optimization of this website is within the remit of the Senior Digital Channels & Marketing Manager. She/he will be in charge of customer journeys and functionality, implementation of changes and working with digital partners.

The Senior Digital Channels & Marketing Manager provides thought leadership for digital activities, for example when it comes to customer engagement, marketing automation, integration of customer databases or GDPR knowledge. This person also engages with ofi's marketing team in broader digital marketing projects, including the longer-term evolution of global web presence and social media channels. Moreover, she/he contributes to the overall customer (digital) marketing strategy at ofi. ■

Interesse? ofi (olam food ingredients) werkt voor invulling van deze vacature met Top of Minds. Neem contact op met Gijs Millaard via gijs.millaard@topofminds.com om te laten weten dat je interesse hebt in deze vacature.



“The hands-on Senior Digital Channels & Marketing Manager is excited to embrace the freedom and responsibility of this new role, to support strategic goals like online awareness and lead generation for ofi.”

Carin Gerzon, Group Head of Brand Marketing at ofi