



WE ARE LOOKING FOR

Lipton Brand Manager, Unilever Tea Division, ekaterra

POSITION IS NOW OPEN



Lipton Brand Manager, Marketing, ekaterra, Unilever's Tea Division About the Tea Business

Unilever is proud of its tea business, the biggest in the world, with world class purpose driven brands such as Lipton, PG tips and Pukka. Recently, Unilever decided to separate the Tea business to ensure it can best achieve its potential and renamed it to ekaterra to facilitate its separation to a standalone entity. eka stands for unity and one purpose while terra stands for earth and nature. As ekaterra we are united in one purpose: growing a world of wellbeing through the regenerative power of plants.

Unilever is reviewing several options for the separation, including a demerger, an initial public offering, a disposal or through partnership models. Unilever will retain the tea businesses in India, Nepal and Indonesia, and the partnership interests in the ready-to-drink Tea joint ventures.

Present in more than 100 countries, ekaterra generated revenues of €2 billion in 2019. With 13 production factories in 4 continents and tea growing estates in 3 countries, ekaterra is a profitable and growing business offering a world of wellbeing with the regenerative power of plants to hundreds of millions of consumers. As a standalone entity, ekaterra is even better positioned to lead the industry with dedicated focus driving greater growth and value.

Combining the strength and scale of its global iconic brands with speed and agility, ekaterra is brewing a 'corporate start-up' mindset that's opening up new opportunities to flourish every day – both for its business and its people.

At ekaterra, we work alongside people who put consumer love at the heart of every decision. Diverse minds who celebrate new ideas, share our values and the commitment we have for the wellbeing of all. In return, we create an environment that gives our people space and freedom, where they can grow as leaders. A connected community where ideas can thrive. Where you explore new challenges. Learning all you need to master your field, and even more about yourself.

Be part of this amazing blend. Join our collective and help us grow a better world of wellbeing and a better you.

The qualities we look for in you

The Tea business is made up of a special blend of individuals which make our teams exciting and diverse. To be part of our tea family we are looking for individuals who think Green and are environmentally conscious, who understand the power of simplicity and who are accountable for their actions. We want those who infuse mastery

and passion in everything they do to create great products and unforgettable experiences for our consumers.

What's in it for you?

We believe that growth is for everyone, we believe in growing leaders and making space to grow an owner's mentality and like nature we adapt, we change, and we grow. We believe in connections over hierarchies and (work)levels. We have a 'corporate start-up' approach; we act with speed and agility, and we have the strength and scale of a large corporation. We are building a better world of wellbeing and a better you.

Your Role

As Lipton Masterbrand Manager of the world's biggest tea brand Lipton, you will be responsible for the following:

- Purpose : Drive purpose for our brands through relevant touch points and grow relevant brands KPIs (SLP, Brand power, etc)
- Masterbrand Communication & Multi-Channel marketing: Coming up with best media first plans, creative marketing campaigns with the use of multiple channels and tools.
- Brand equity: ensure right visual identity & on pack claim optimization for our brands.
- Unleash the Beverage Potential : Not only an executor for responsible area but also develop the market with new spaces, untapped consumer needs to innovate, create, enter into new opportunities.
- Business Responsibility : Full P&L management topline & bottomline via driving one TeaCo profitable growth approach between sales, R&D, SC, finance
- Develop yearly Category and Brand plans in full synergy with the mid and long-term plan. Lead and run the IBP process for the Category.
- The Brand manager needs to work with global and local experts in market research, media, and digital to build and execute the annual marketing calendar. Manage the best relations with core sales team and account teams; R&D, demand, supply planning...tea is a very closely working category with all departments.
- Full Responsibility of P&L management for Lipton Brand

What do we need for the role?

- Loving tea, joke aside, loving tea would be great but even if you are not business will leverage your objective view and you will utilize the insights on the way while you are falling in love with magic of tea and becoming a tea lover,
- Being passionate for the work you do, for the team you work together,
- An owner mindset and coming up with plans that you are proud to share with your family, friends...
- Being business, financials, trade and number focused and analytical to survive in a real business- this will also one of the very first things you will for sure develop in this category,
- Being entrepreneur, not only thinking in the way it was thought before but also can question and enter new areas,
- Creating own agenda and having the capability of carrying this agenda in people's priority,
- Good team player and a good leader, not only building himself/herself but also his/her team, extended team members including sales and all other departments.

Stakeholder Management and key interfaces

- Reporting Country Marketing Director
- Cross functional project team (R&D, SC, Finance, CD)
- Global Marketing Team
- Tea Leadership Team (Senior)
- Creative and Media Agencies

Skills and Experience

- Proven track record of excellent marketing delivery,

- Strong project management skills (concrete evidence of successful & complex projects),
- Strong understanding and experience on communication development, digital tools & landscape,
- Strong business & analytical mindset,
- Solid environmental radar & competitive understanding,
- Developed influencing skills and drive the category agenda on local and global teams.

Who we are looking for

- Passionate about tea,
- Curious and continuous explorer,
- Love for consumers and solving their problems,
- Passionate, ambitious & committed with “do for good”,
- Creative thinker,
- Proven ability to demonstrate analytical thinking, data-driven decision making,
- Project leadership skills, including influencing skills and confidence with senior stakeholders.
- What we can offer you

The qualities we look for in you

The Tea business is made up of a special blend of individuals which make our teams exciting and diverse. To be part of our tea family we are looking for individuals who think Green and are environmentally conscious, who understand the power of simplicity and who are accountable for their actions. We want those who infuse mastery and passion in everything they do to create great products and unforgettable experiences for our consumers.

What's in it for you?

We believe that growth is for everyone, we believe in growing leaders and making space to grow an owner's mentality and like nature we adapt, we change and we grow. We believe in connections over hierarchies and (work)levels. We have a 'corporate start-up' approach; we act with speed and agility and we have the strength and scale of a large corporation. We are building a better world of wellbeing and a better you.

