

Senior Brand Manager – Hilcona brand

Do you think strategically about brands, act with an entrepreneurial mindset and successfully bring innovations to market? If so, we look forward to hearing from you. As Senior Brand Manager, you will have overall responsibility for the Hilcona brand in Germany. You'll drive the brand's strategic development, manage the entire product life cycle and ensure that good ideas are turned into successful products. You'll be based at our head office in Schaan and will act as the key link between marketing, sales, product development and the supply chain.

Hilcona AG
Bendererstrasse 21
9494 Schaan

Contract type Permanent
Workload 100%
Start of employment as of now
Language German
Working time model Target-oriented working time

Do you have any questions?



Andrea Althoff-Slee
HR Business Partner
+41 58 895 92 72

Apply online



You can find all the details online as well as the opportunity to apply directly.

Your tasks

- You will develop and manage the Hilcona brand both strategically and operationally, working alongside the Brand Manager – from the initial product concept through to market launches and successful marketing.
- You will plan and manage marketing activities, budgets and projects, working closely with internal teams and external agencies.
- You will develop integrated marketing campaigns and implement them successfully.
- You analyse market, competitive and consumer trends, identify growth opportunities based on these, and support the sales team with compelling sell-in materials.
- You ensure that the brand identity, packing and communication materials comply with CI/CD guidelines and regulatory requirements.

What you bring with you

- A degree or equivalent qualification in marketing, business administration or communications.
- At least five years' experience in brand management – ideally in the food industry or the FMCG sector – and knowledge of the German food retail sector.
- Experience in strategic brand management and leading cross-functional projects, as well as a keen understanding of markets, consumers and trends.
- A structured, analytical and solution-oriented approach to work, combined with a high degree of initiative, strong communication skills and team spirit.
- Proficiency in using MS Office and Nielsen, a very good command of German, and expertise in digital brand activation and social media.

What we offer



Work-life balance

We offer 5,5 to 6 weeks' holiday, flexible working hours and special leave for important events. Organise your days to work in the office or remotely, buy holidays or work part-time for more free time. There are no company holidays – you plan your holiday flexibly with your line manager.



Catering

Catering is very important to us: Enjoy discounts on your lunch in our staff canteen, free fruit and promotions such as free chestnuts, ice cream or smoothies. High-quality products at greatly reduced prices are available in our outlet.



Mobility

Benefit from excellent public transport connections (bus stop in front of Hilcona), attractive ticket subsidies, ample parking for cars, e-bikes and scooters as well as reimbursement of your travel expenses for business trips – for sustainable and care-free travelling.



Professional development opportunities

Expand your knowledge with extensive training programmes, high-quality courses at the Coop Training Centre and a wide range of personal development opportunities.