



TAKING TURNS

GOURMAND

Since 1984, Gourmand (www.gourmand.be) offers quality bake-off pastries, primarily French-style viennoiserie and Danish products. Gourmand is 100% privately owned and member of the Dossche Group. The values of Gourmand are “Quality”, “Team”, “Ownership”, “Courage”, and “Winning”.

Their products are made at their specialized laminated dough production facility in Mouscron (Belgium), which has 5 production lines. They have sales offices in the Benelux, Italy, UK, Croatia, Germany and USA. Consumers can enjoy their baked-off delights in over 50 countries across the world. Both their sweet and savory delicacies can be found in retail, foodservice and on-to-go channels.

Today, Gourmand has a yearly turnover of more than EUR 80 Mio and has realized a double digit growth over the last 5 years.



In view of its growth, we are looking for a:

PRODUCT MANAGER



Purpose

In general, the product manager actively manages all steps of the product life cycle. S/he monitors the key markets to detect new market trends and coordinates the flow of new product developments. Beside the product manager constantly optimizes the product range in accordance to the product management strategy.

I. Accountabilities

- **Management of the product range:**

- Cooperate with the Marketing Manager on the yearly new product development plan (from strategy to execution) for the different regions and channels;
- Supervise and secure the implementation and roll-out of the optimized product assortment by the different international field sales teams;
- Critically evaluate the different product development requests in the backdrop of the product management strategy and the optimized product assortment;
- Coordinate (as an interface between different departments), manage and follow-up on the different ongoing product management projects in order to deliver on the due date;
- Organize and coordinate the management of the project meeting and its outcome;
- Give the required input on product developments to the marketing team in order to allow the development of all kinds of marketing tools (fairs, brochures, point of sales material, ...).

- **Marketing intelligence:**

- Monitor the key markets and analyze the available market intelligence information to identify gaps and opportunities for new product developments/product launches;
- Set up and keep up an easy accessible product information system with relevant market data and trends.



- **Reporting**

- Monitor and report on a daily/weekly basis on the progress of the ongoing projects to the marketing manager.

- **General**

- Back-up the Marketing assistance and eventually the Marketing Manager.



2. **Key Skills/ Personal Characteristics**

- Master in Marketing or Business Economics or equivalent by experience;
- At least tri-lingual (Dutch, French, English) fluent writing and speaking, German/other foreign languages (IT/HR) are optional.
- You have a strong personality: you take ownership and get things done;
- You are dynamic, flexible and pragmatic, with a “hands-on” mentality;
- You have good analytical skills;
- You have a structured way of working and are used to anticipate and manage complex administrative projects;
- You are punctual and accurate;
- You are creative in finding solutions;



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- You are a team player;
- You have affinity with food;
- You are results-driven, open, respectful and reliable.

Organisation & Contacts

- You report to the Marketing Manager;
- Your direct colleague is the Marketing assistant;
- You work in close collaboration/coordination with the different departments (Master Data, Finance, R&D, Supply chain, Quality, Sales,...) of the company;
- You have frequent contact/consultation with sales (Key Account Director and Key Account Manager, Commercial Director, Country Managers, Field Managers and Internal Sales).



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