

Neuhaus – Product Manager

YOUR RESPONSABILITIES

In this role you are responsible for overseeing the development and management of chocolates and pralines throughout their lifecycle; from concept to launch and beyond. You report to the Marketing Director.

- **Spot Chocolate & Gifting Opportunities:** Conduct market research and analyse trends to uncover new opportunities in the premium chocolate and gifting sectors.
- **Understand Consumer Needs:** Dive into consumer data and market research to identify what delights and satisfies our customers.
- **Seamless Route-to-Market Execution:** Manage the entire process from creative idea to launch, working closely with Design, R&D, Quality, and Planning, and ensuring market success with tailored POSM, visuals, copy, and training.
- **Effective Stakeholder Management:** Collaborate with internal teams and external partners (designers, printers, copywriters, photographers, and videographers) to bring products to life.
- **Sales Support:** Equip international sales teams with product knowledge, training, and tailored POSM to meet diverse market needs.
- **Budget Management:** Own the marketing budget for your collections, ensuring profitable ROI on product launches.
- **Performance Analysis:** Evaluate the success of product launches, campaigns, and initiatives, and take clear, data-driven actions to optimize results.
- **A Passion for Chocolate:** You have a genuine love (or at least a growing fascination) for chocolate and are eager to dive into new flavors, trends, and consumer insights.
- **Experience & Education:** A Master's degree with at least 5 years of experience in project management and/or product development, preferably in luxury food or gifting.
- **Strong Organizational Skills:** You get energy out of managing multiple projects at the same time as you are highly organised, with an eye for detail. You have no issue with meeting tight deadlines.
- **Hands-On Mentality:** You are proactive and thrive in a fast-paced environment. Rolling up your sleeves and finding creative solutions is part of your DNA.
- **Communication & Interpersonal Skills:** You excel at translating creative product visions into clear strategies for diverse stakeholders.
- **Analytical Mindset:** You are comfortable with cost and P&L analysis, ensuring products are launched cost-efficiently.
- **Languages:** Fluent in English, Dutch, and/or French.

As you grow, we grow. We offer you an inspiring environment full of challenges. A place where people get the space and opportunities to shine and make a lasting impact. Furthermore, we offer you an attractive salary, supplemented with numerous extra-legal benefits (such as company car, bonus plan, insurance package, meal vouchers, etc.). And of course, plenty of Belgian chocolates.

