



Dairy industry **DODONI S.A.** is looking for an **International Insights and Intelligence Manager**, to join our team in **Athens** or **Thessaloniki**.

### **Background and purpose**

We have the ambition to double Dodoni's sales abroad in the next 5 years and to become the go-to Greek Dairy Brand in the hearts and minds of consumers everywhere.

As a result, a new international marketing team has been recently created, including the role of International Insights and Intelligence Manager, reporting to the International Marketing Director.

This team represent Dodoni's international marketing interests in all markets except Greece/Cyprus, working closely with the sales exports team, and the Greek domestic marketing team.

This is a new role being created as a result of the growth of the company. The company's aims are to move more closely – where feasible - to in-market pricing and promotional strategies, from the current more standard ex-works pricing-based model, for which increased market intelligence is required. Some of the functions are already being executed but will benefit from being managed/coordinated in a more explicit central manner and some of the functions are new and will require the establishment of new processes and procedures.

### **Job Overview**

This position aims to unlock Brand & Sales/Profit opportunities abroad through developing & executing proactive Insights Management and Revenue growth management strategies, techniques, and tactics. This role will be focused on supporting and developing category-centric expertise internally with Sales, Marketing & Innovation teams. The ultimate aim is to find ways of encouraging growth and value in each Category Dodoni operates in, and ensuring that growth benefits consumers, customers and Dodoni, whilst putting the Shopper & Consumer at the heart of our focus.

### **Responsibilities and Duties**

#### **Market Insights management**

- Analyses market/categories & retailers' data and consumer/shopper insights to help formulate international strategy, deepen market penetration and/or new market entry, identify gaps, and seize growth opportunities.
- Delivers regular provision of insights & KPI tracking from Nielsen, IRI, Mintel and chosen sources to support brand management, export sales management and company senior management.
- Delivers regular provision of insights from Intrastat statistics of Exports provided by SEVE to support brand management, export sales management and senior management of the company.
- Delivers regular sales reports to Export sales, marketing and management by category, item, and client on a monthly and rolling basis.
- Identifies categories of growth levers, defines management indicators, and recommends action plans.
- Tracks, monitors and updates category and market product pricing at the retail level engaging directly sourced market data, distributor-sourced data, export trips gathered data or other source data (ie Nielsen, IRI etc)
- Synthesizes insights into concise and impactful analysis and presentations / selling stories for marketing and sales teams to present to retail customers on key initiatives and/or strategies,

such as category reviews, new product introductions, distribution opportunities, and achieving shelving and pricing objectives.

- Delivers rolling annual category strategies for key portfolios in priority markets.
- Contributes to annual brand plan review (& board reporting) with a category/shopper health check for our brand and near competitors.
- At a later stage, supports export sales and international marketing teams to define Dodoni's 'category vision' (our role in dairy and beyond, as a strategic long-term retail partner) in international markets.

#### **Revenue growth management** (pricing, promo, mix and sales performance):

- Helps to propose to management, marketing, and Exports Sales team the right consumer price and selling price for new listings /innovations, by customer, taking into account the competitive landscape, COGS, retailer gross margin objectives and internal profitability objectives.
- Supports export sales and senior management with plant-to-consumer pricing models across markets.
- Helps to determine tariff increases for existing portfolio taking into consideration the internal profitability, price elasticity and external competitive landscape.
- Analyzes promotional performance & monitors competitive promotional activities.
- At a later stage, drives promotional ROI calculations and align on preferred plans with KAMs/brand managers.
- Supports export sales management in the design of national & tailor-made promo and trade marketing plans.
- Processes and analyses internal sales data (sales and profitability evolution vs plan).
- Recommends the right product mix per channel/market.
- Brings visibility to portfolio performance, identifies opportunities (including for NDP/distribution) and gaps, and comes up with concrete action plans to drive growth.

#### **Skills and Experience**

- 3+ years' experience in either Shopper Marketing / Revenue growth management/ Category Management (with a min 2 years exp in the latter)
- Strong analytical skills with expertise in Excel, PowerPoint and ability to use Nielsen / IRI software & databases.
- Strong strategic thinking, ability to gather insights from data and interpret them into action/selling stories.
- Ability to compare, process and represent multiple perspectives be it Retailer, Category, Supplier, or Consumer.
- Ability to drive cross-function team collaboration; including with teams that are geographically dispersed and multicultural.
- Ideally broad and in-depth understanding of the international FMCG context and retail landscape.
- Fluent writing/speaking in English and Greek.

Please send your CV by email to the address [hr@dodoni.eu](mailto:hr@dodoni.eu), by fax to the number 2651089707 or to the address : **1 Tagmatarchi Kostaki Str., 45500 Eleousa Ioannina**

After collecting and evaluating CVs, we will contact candidates who meet the requirements of the staffing position to appoint a meeting for an interview. **All applications will be treated as strictly confidential.**

**According to the article 8 of Dodoni S.A. Privacy Policy : We keep the job resumes we receive, either in paper or in digital form, for at least until the recruitment process is completed and for 2 years after we receive them for any future recruitment.**