



## Marketing and Communications Manager

Mediation: **& Female Capital**  
Henriette Verbeem, partner  
Frank van Veen, partner-psycholoog

## **Marketing and Communications Manager**

Part of the global bioeconomy, Stora Enso is a leading provider of renewable products in packaging, biomaterials, wooden construction and paper, and one of the largest private forest owners in the world. We believe that everything that is made from fossil-based materials today can be made from a tree tomorrow. We employ approximately 22.000 people.

We believe diversity strengthens our competitiveness and contributes to better decision-making. Diverse working teams help us to explore different perspectives and challenge our way of thinking. We work actively to increase diversity in the workplace and welcome applicants from diverse backgrounds. Stora Enso is an equal opportunity employer and follows non-discriminatory practices.

For our Business Unit Western Europe a part of the division packaging materials we are searching for a:

### **Marketing and Communications Manager**

(32 hours – 40 hours per week)

#### **1. Reporting to**

Group CEO De Jong Packaging Group By Stora Enso. De Jong Packaging Group is a part of the division Packaging Solutions (Business Unit Western Europe). You will be working on Holding level to support our companies within the group (Netherlands, Germany, England and Belgium). We have approximately 1100 people working in 11 companies. Our head office where you will be working is in De Lier (Netherlands).

#### **2. Scope of role**

We are looking for an exceptionally talented and self-motivated Marketing and Communications Manager to support our business. Working closely with our leadership team, you will be responsible for helping to define and execute De Jong's marketing, communications, and PR strategy. In this role you will report directly to the Group CEO. In your scope will also be sustainability, as a company our aim is to create a more sustainable future and do good for the people and the planet. As a marketing and communication manager, you will drive the sustainability agenda when it comes to marketing strategy.

#### **3. Main responsibilities**

- Responsible for Marketing & Communication at De Jong Packaging Group (Holding). To cover creation and implementation of all elements of strategy and planning that enhances brand equity and assists De Jong Packaging in achieving its company objectives.
- To plan, develop, implement and measure De Jong Packagings marketing, communications and public relations activities, both external and internal, delivering measurable projects and campaigns on time, within budget and to a consistently high quality.

- Gaining insight into customer target groups and their market needs through (market) research.
- Determine together with sales the proposition and marketing brand strategy for the existing product portfolio and new innovative product concepts.
- Provide support to the sales team:
  - One-pagers
  - Market data & insights
  - Pitch documents
  - Strong case studies
  - Trade / presentations customer
  - Proposal support templates
  - Others as required
- Responsible for communication when it comes to social media, customer letters, websites of the companies, defining together with HR and the local entities the recruitment communication and employer branding strategy.
- Work together with Stora Enso when it comes to the brand integration and overall communication/ marketing integration of the group.
- Responsible for “new brand” roll out in spring 2024.
- Responsible for Sustainability:
  - Marketing on website folders etc
  - Development of presentation material for Sales for customer purposes.
  - Help build strategic plans/ roll out of different initiatives when it comes to sustainability.
- Part of De Jong Packaging M&A team when it comes to branding, marketing and sustainability.
- Provides input in the Commercial Excellence program.

#### 4. Key behaviors

- Excellent communication skills.
- Highly creative and full of ideas.
- Passionate about driving campaign ideas forward.
- Quick thinking and adaptable.
- High sense of personal responsibility.
- Analytical and inquisitive, with excellent attention to detail.
- Innovative and creative, with a concise, precise and effective approach to problem solving.
- Credible, confident and articulate, with good language and presentation skills.
- Diplomatic and tactful.
- Personable and approachable, with an enthusiastic and motivational nature and an overall passion for excellence.

Additional:

- Marketing & Communication degree (HBO)
- Minimum 4-5 working experience

## 5. About us

See our video: [\(104\) What a tree can do - YouTube](#)

## **& Female Capital**

& Female Capital is a leading executive search agency that consciously places women exclusively in order to contribute to more diversity at the top of organizations in the Netherlands. There are various reasons why the percentage of women at the top in the Netherlands is significantly behind. One of the reasons for this is that the recruitment and selection strategy and approach of agencies and organizations (often unintentionally and unconsciously) do not take sufficient account of women's motives and motives. (Top) women find the mission, style, signature and approach of & Female Capital accessible and sympathetic. That is why (top) women register with & Female Capital on a daily basis if they are open to another position. & Female Capital has an up-to-date portfolio of (top) women, an extensive network within various forums of top women, such as Topvrouwen.nl. & Female Capital signed the Executive Search Code of Talent to the Top years ago. One of the spearheads of the Executive Search Code in the pursuit of a more inclusive company is to improve male / female diversity, not only across the board, but also at the top. If you strive for real diversity and thus influence on decision-making, this will only succeed with a critical mass at the board of at least 30 to 40 percent women. Both the longlist and the shortlist of our candidates therefore only consist of women. & Female Capital guides its candidates intensively throughout the entire process. More than a million women in the Netherlands indicate that they want to move up the ladder: several hundred thousand women aspire to an ultimately responsible management position.

## **Who we are?**

### **Partner Consultant: Drs. Henriette R. Verbeem**

Graduated in Communication Sciences. Started her career in the advertising world, later working as a Conference Manager. Marketing & PR manager at Voorlichtingsbureau Brood, Marketeer and Corporate Account Manager at PTT Telecom (KPN). Then a conscious switch to the charity world (CSR); the Dutch Red Cross, Head of Corporate Fundraising and Brand Manager Cordaid. Was Core lecturer of Marketing at The Hague University of Applied Sciences and had many other social positions. Networker pur sang with a large network of organizations and top female talent. Diversity & Inclusion expert and consultant, Master Class Diversity & Inclusion UVA Academy, partner for management and executive teams. Driven and enthusiastic.

### **Founder-Partner-Psychologist: Drs. Frank P. van Veen**

Graduated in organizational and selection psychology. Started his career as a conscript reserve officer. Was Manager Human Resources at Mercedes-Benz Nederland, Manager International Trainee Program Mercedes-Benz, Manager Human Resources Mercedes-Benz United States



International Inc. and Partner at HWS Management Search and Holtrop and Director a.i. Interselect. Has many years of experience in Human Resource line functions, executive search, assessments and with the assessment, composition and supervision of various management and executive teams.

### **More information?**

Henriette Verbeem,

Partner

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