



## Digital Marketing & Communications Lead



**Royal Zeelandia Group** ([www.zeelandia.com](http://www.zeelandia.com)) is a global leader in bakery ingredients with 3,500 employees worldwide, headquartered in Zierikzee, The Netherlands. Founded in 1900 by the Doeleman family, Zeelandia has 125 years of experience with operations in over 27 countries and sales in about 100 countries. Zeelandia is known for its warm and supportive culture, which values collaboration. Together with their customers – industrial bakeries, small artisanal bakeries, and mid-sized bakeries – they explore the world of bakery. Marketing plays a strategic role in Zeelandia's growth and brand positioning. Within the corporate Commercial Development team, there is an opportunity for an experienced and forward-looking Digital Marketing & Communications Lead to further shape, support, and implement the global digital marketing and communication strategy. In this role, you will have the freedom to pioneer in digitalization – from renewing systems to AI applications. You will also play a key role in strengthening brand value through a consistent and aligned positioning and communication approach across the global Zeelandia group.

**Self-starter who thrives in international collaboration**



### Function

- Responsible for developing and implementing the global digital marketing strategy, including clear guidelines, frameworks, and toolkits for local entities
- Coordinate and support local marketing teams in planning, launching, and optimizing digital campaigns
- Manage corporate and local websites, analyze and report campaign performance and web statistics via dashboards
- Ensure governance and compliance with international laws and regulations
- Lead the international Digital Marketing & Communications community and act as the central point of contact for best practices, tools, and knowledge sharing
- Lead implementation projects for digital marketing tools (e.g. DAM, PIM, marketing automation)
- Play an active role in innovation and digital transformation, including the use of AI in marketing and communications
- Collaborate with corporate colleagues (e.g. in Category Management, R&D, Sales, CSR, ICT) as well as with colleagues in the group (Marketing, Communications, IT, Sales) and external agencies to ensure consistent brand positioning and effective digital communication
- Report to the Group Manager Commercial Development.

### Profile

- Bachelor's or Master's degree in Marketing, Communications, or a related field
- Solid experience in digital marketing and communications, preferably in the food sector or within an international organization
- Skilled in working with digital marketing tools and platforms such as CMS, CRM, marketing automation, analytics, PIM, and DAM
- Strong project and stakeholder management skills, with the ability to operate effectively in a matrix organization
- Solid knowledge of digital channels and lead generation, including SEO, SEA, content marketing, e-mail, and social media
- Excellent command of English; additional languages are a plus. Residency in the Netherlands is required
- Personality: proactive, analytical, and strategic, with a hands-on mentality and the ability to engage and inspire others.

### Respond to

If you are interested in this position, please contact Harmen van Essen, telephone: +31 (0)317-468686 / +31 (0)6-47835354 or apply through our website [www.dupp.nl](http://www.dupp.nl) or e-mail your written application to [info@dupp.nl](mailto:info@dupp.nl).

Royal Zeelandia Group selected DUPP for this vacancy as the only partner in the recruitment process.



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