

# Senior Variety Manager

**Location:** Headquarters at Borgloon (BE),  
permanent establishment at Geldermalsen (NL)

**Company:** EFC CV (European Fruit Cooperation)  
[www.efcfruit.com](http://www.efcfruit.com)

**Reports to:** CEO and Board of Directors

## JOB OVERVIEW:

EFC, as a cooperative venture, was founded in 2002 and is now a leading variety management company. EFC continuously searches for and develops exceptional, unique varieties and builds successful global brands, for which growers can acquire a license to grow. EFC's mission is to create added value for all the parties in the fruit supply chain.

EFC currently manages a portfolio of four apple and pear brands, each of which has a secured recognized position in the marketplace: KANZI®, Greenstar®, Sprizzle® and Migo®.

The Variety Manager will play a pivotal role in managing the promotion (to growers and retailers/consumers) and commercialization of the 4 brands of EFC. This role requires a deep understanding of market demands to allocate and manage the worldwide fruit production programs.

The Variety Manager will collaborate with internal teams, variety owners/breeders, growers, and license partners to optimize the performance of the varieties and support the company's long-term strategic goals. The Variety Manager supports year-round marketing campaigns by aligning retail promotions and supply chain and motivates license partners to strive for "the one common brand target".

## KEY RESPONSIBILITIES:

- **Market analysis & Strategy:**
  - Manage (organize) the worldwide production programs of the fruits, based on the market needs;
  - Conduct thorough market analysis to understand consumer preferences, emerging trends, and competitive landscapes in the fruit industry;
  - Develop and implement strategies for variety introduction;
  - Stimulate grower cooperatives and growers to plant varieties that will facilitate EFC's growth strategy and keep supply at the level needed to meet demand;
  - Monitor the information regarding demand and supply;
  - Support the marketing department with the implementation of campaign management for the varieties in all sales areas.
- **Collaboration & Communication:**
  - Work closely with agronomists, growers, and supply chain partners all over the world to ensure the successful cultivation and commercialization of selected varieties (first point of contact);
  - Communicate effectively with internal and external stakeholders to promote understanding and adoption of the varieties;
  - Plan, organize and chair various periodic international meetings with partners and/or other stakeholders;
  - Persuade growers and licensing partners on the benefits of the varieties (incl. market possibilities and opportunities).
- **Quality Compliance:**
  - Implement and oversee quality control measures to maintain the highest standards.
- **Sustainability & Innovation:**
  - Promote the adoption of sustainable farming practices and the development/use of environmentally friendly and sustainable varieties that are resilient to climate change and environmental stress;
  - Stay updated on new developments and sustainable agriculture to drive innovation in variety management.
- **Budget & Resource Management:**
  - Manage the budget allocated for technical support to growers and for promotion and commercialization activities;
  - Ensure efficient use of resources (royalties) to maximize the return on investment for variety management initiatives.

## QUALIFICATIONS:

- **Education:**
  - Preferably Master's degree or comparable higher vocational education.
- **Experience:**
  - Background in Business Administration, Marketing or Economics combined with experience in retail and/or food industry as well as agricultural sector (preferably in internationally/globally operating companies);
  - Proven international work experience;
  - A minimum of 10 years' work experience of which at least 5 years in senior management function(s).
- **Skills:**
  - Commercial entrepreneur with proven track record with consumer products in agri-food industry;
  - Excellent analytical skills with the ability to interpret market trends and research findings;
  - Strategic thinker capable to translate strategies into operational activities;
  - Strong project management and organizational skills;
  - Ability to communicate and negotiate effectively with a diverse range of stakeholders, strong personality with persuasion, a bridge builder;
  - Result and market driven;
  - A high degree of commitment, involvement, and empathetic abilities and capable to resolve conflicts (of interest);
  - Proven language skills: English, German and Dutch.

## PERSONAL ATTRIBUTES:

- Ability to stay independent and neutral;
- Ability to implement long-term plans;
- Strong problem-solving skills and able to keep the line while remaining tactful and making "the troops" follow;
- Capable of managing multiple projects simultaneously;
- High drive and self-motivation with high stress resistance;
- Able to work both independently and as part of a team.

## WORKING CONDITIONS:

- This position requires regular travel to orchards, licensing partners, and industry events all over the world.

## COMPENSATION:

- Competitive salary commensurate with experience.
- Benefits package including company car, laptop, mobile phone, health insurance, retirement plans, and performance bonuses.

Interested candidates should submit a resume and cover letter outlining their qualifications and experience to [HR@efcfruit.com](mailto:HR@efcfruit.com).

EFC is an equal opportunity employer and encourages candidates from all backgrounds to apply.

