

Specialist marketing role - FMCG



The Kellogg's European talent team approached us to work on a specialist role in their European Brand team:

Marketing Manager – Sustainability.

A past candidate had recommended us to the Kellogg's talent team. She was a positive and enthusiastic supporter of Stopgap and our approach.

WHAT DID WE DO TO FILL THE BRIEF?

Having worked in European FMCG roles herself and knowing Kellogg's well, our consultant was quick to understand the nuances of the brief. She also had a briefing call with the line manager and talent team. She used her existing network of FMCG candidates to get the ball rolling quickly.

Deep search techniques within the bespoke Stopgap database plus targeted advertising uncovered more candidates with the right skills and experience.

The sector experience of the consultant team meant they could think laterally about transferable skills and source candidates with the right combination of experience, who were also willing to relocate.

“ A briefing with the line manager and talent team really helped me to unearth the perfect candidate with the unique combination of skills and experience

Kate Dodds – Stopgap consultant – FMCG roles

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CHALLENGES FACED

To find an individual with a combination of big brand, strategic European FMCG experience, a background and passion for sustainable ethical approaches and the gravitas to influence, manage and motivate multiple stakeholders across Europe and the US. Oh, and to be able to work either Dublin or Manchester!

WHAT WAS THE RESULT?

Two Stopgap candidates were taken through to the final interview stages and one was placed. She was spot on for the role but hadn't considered the location until approached by Stopgap. She now happily commutes to Dublin 3 days a week, working from home the rest of the time.



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