

## Organisation Description

The LEAD Network Europe is a non-profit and volunteer-led organisation whose mission is to attract, retain, and advance women in the consumer products and retail sector in Europe through education, leadership, and business development. The LEAD Network is run by and for its members, women and men, and we value every individual for their unique perspective. With a primary focus on promoting gender equality the organisation strives for the advancement of women of every race, ethnicity, gender identity or expression, sexual orientation, age, educational background, national origin, religion, physical ability and lifestyle. Its vision is of a fair, diverse and vibrant industry where everyone can thrive. A diverse workforce where both men and women are enabled to contribute their full potential and lead their organisations to the next level of value creation. LEAD Network accounts for 13,000+ members – both women and men – from 81 countries.

## LEAD Network Core Values

### **We have a passion for a diverse and inclusive industry**

We are a diverse group of individuals driven by a common passion for D&I.

### **We are optimistic about the future**

We believe we can change the world by collaborating under a common purpose.

### **We nurture our Partners**

We value our relationships with Partners and will go to extraordinary lengths to ensure mutual success. We believe we can only change our industry if we all work together.

### **We are run by our members, for our members**

We respect each other and grow together. We connect and share.

### **We are committed to act: “doing, not trying”**

We do not accept the status quo. We will continue to push for progress while providing a ‘safe haven’ for our volunteers to actively drive change.

### **We believe in excellence in execution**

Integrity and authenticity in our interactions is key to our success. We believe ‘you get what you measure’.

## Purpose of the Role

This role will lead an exciting strategic initiative for the LEAD Network to become the Voice of the Industry for gender D&I in CPG and Retail. In this role, you will build the Voice that will make the LEAD Network successful and establish the network as a recognized expert. You will create the strategy and tactics to solidify the position of the LEAD Network in our industry, building on the “Voice of the Industry” white paper. This is a unique opportunity to take an organization like ours to the next level and help us achieve our 2025 strategic goals. The role is an independent contractor status, working remotely on a part-time basis.

## What you will do as our Project Manager, Voice of The Industry?

- Conduct research using various methodologies to determine Voice of the Industry focus areas
- Establish the standards for reporting and research
- Drive D&I thought leadership, collaborating with key partners (trade associations, leading universities)
- Generate unique content that is useful to industry partners, LEAD Network members, and other key institutions
- Establish the approach to influence policy-makers and driving the advocacy agenda
- Shape and influence key 3rd party assessments (i.e., Bloomberg) with elements relevant to the FMCG industry
- Drive awareness through a simple yet comprehensive omni-channel communication strategy, modernizing content and delivering messages in highly engaging ways
- Establish the measurement strategy for the Voice of the Industry initiative, execute the strategy, and make adjustments where necessary
- Keep the overall Voice of the Industry project on track and on target, while informing and engaging key stakeholders across the LEAD Network



## What you bring to the role

### *Skills*

- You are a strong project manager who can think big as well as deliver on the tactics
- You are a strong collaborator who loves to engage multiple stakeholders, listen to their input, and make necessary adjustments
- You understand research methodologies and can craft relevant studies along with key external partners
- You understand how to communicate effectively using an omni-channel approach, and you can oversee the creation of engaging content
- You are a dynamic, energetic self-starter
- You are customer and member oriented
- You understand the FMCG industry and have a proven track record
- You have the ability to work remotely and build relationships
- You have a passion for the mission and purpose of the LEAD Network and are inspired to work hard to bring our mission to life!

### *Relevant experience*

- 3-5 years of project management experience
- Exposure to the FMCG industry
- Experience conducting research, writing reports and whitepapers (preferably in an academic setting)

### *Other qualifications*

- An European national with a proven track record, preferably in the consumer goods and retail industry
- Available to take on this part time role as an independent contractor
- Fluent English is required

## How to apply

All motivated candidates are welcome to send a CV and cover letter to Marga van Winsen, Programme Manager, LEAD Network, at [marga.vanwinsen@lead-eu.net](mailto:marga.vanwinsen@lead-eu.net)

[Click here to learn more about working with the LEAD Network!](#)



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