



United Beet Seeds (UBS), headquartered in Belgium, specialises in all aspects of sugar beet seed research, production, processing and commercialisation. We leverage our combined strengths, extensive expertise and a shared passion of over 900 employees worldwide, to expand opportunities for growers and industry in the global beet and chicory seed markets. UBS has a strong focus on innovation and quality, resulting in high performing and sustainable varieties.

Campaign Activation Lead

Bridging strategy and execution across international markets

At United Beet Seeds, strong products and ambitious campaigns only create value when they successfully land in our markets. As Campaign Activation Lead, based at our UBS headquarters in Tienen, Belgium, you play a key role in making that happen.

Working within the global Brand, Activation & Communications (BAC) team, you help turn campaign ambition into market impact across our international markets. You translate agreed campaign strategies into clear activation plans, practical tools and successful market rollouts, ensuring campaigns are executed consistently while respecting local market realities.

You work closely with Product, Market, Sales and local Field Marketing colleagues, connecting global priorities with local needs and helping commercial teams adopt, execute and maximize the impact of our campaigns. By creating alignment, removing execution barriers and keeping initiatives moving forward, you help ensure campaigns deliver results where they matter most.

If you enjoy turning strategy into action, working across countries and cultures, and making a visible impact on commercial success, this is your opportunity to do exactly that.

As our activation capability continues to grow, you may also contribute to coordinating, developing and coaching a small activation-focused team.

How you will make an impact!

- Help drive the UBS Campaign Planning process, translating commercial priorities into clear activation roadmaps and execution plans across markets
- Lead the activation of commercial campaigns across international markets, ensuring consistent execution while respecting local market realities.
- Turn approved campaign strategies into practical activation plans, market-ready tools and successful rollouts.
- Partner with Product, Market, Sales, BAC and local Field Marketing teams to align priorities and drive successful implementation.
- Enable markets with the tools, guidance, playbooks and support they need to successfully activate campaigns.
- Act as the key link between global campaign direction and local execution, helping teams navigate challenges and remove barriers to success.
- Monitor campaign adoption, rollout progress and key dependencies, identifying risks and keeping initiatives moving forward.
- Gather feedback and best practices from markets and translate them into improved future activations.
- Contribute to a more consistent, scalable and impactful activation capability across UBS.
- Support the coordination, development and coaching of a growing activation-focused team.

What you bring

- A master's or bachelor's degree in Marketing, Communications, Business or equivalent through experience.
- 6-10 years of experience in campaign activation, commercial marketing, go-to-market execution or sales enablement.
- Experience working in an international and cross-functional environment. Agribusiness experience or strong affinity with agriculture is considered an asset.
- Strong collaboration and stakeholder management skills, with the ability to create alignment and drive execution across teams, functions and markets.
- Ability to translate strategic concepts into practical actions and tools.
- Experience supporting commercial or sales organizations
- Experience leading, coaching or coordinating others is considered a strong asset.
- Fluency in English. Additional languages are considered an asset.

Who you are

You enjoy turning strategy into action and making campaigns successful in the market. With a genuine interest in agriculture, you understand how to connect customer and market realities to effective campaign activation. You bring people and teams together, build alignment across markets and functions, and balance strategic thinking with hands-on execution. Curious, collaborative and solution-oriented, you help others succeed and create real impact in the field.



Are you the person we are looking for?

Then we would love to hear from you!

Send your resume and motivation letter to:
recruitment@unitedbeetseeds.org

United Beet Seeds

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