

CARE CHANGES  
EVERYTHING.

Beiersdorf

HOME OF



Eucerin

Hansaplast

LA PRAIRIE  
SWITZERLAND

CHANTECAILLE



## SENIOR BRAND MANAGER - DERMA, CEWA

At Beiersdorf, we want to help people feel good about their skin – and our commitment goes far beyond caring for skin. For 140 years, we have developed innovative skin and body care products for well-known brands such as NIVEA, Eucerin, La Prairie, Hansaplast, and Labello. We act according to our purpose, WE CARE BEYOND SKIN, and take responsibility for our consumers, our employees, the environment and society.

Behind every brand, every product and every accomplishment are our more than 20,000 employees. It is for them that we live a culture of inclusion, respect and trust that is strongly aligned with our values CARE, COURAGE, SIMPLICITY and TRUST. We embrace diversity by valuing the uniqueness of each individual and being committed to equal opportunities for all.

### MAIN ACCOUNTABILITIES

Strategic Responsibilities:

- Implement Eucerin consumer marketing strategy in the Central, East, West Africa (CEWA) region.
- Ensure global marketing strategy is implemented, following local consumer & market needs.
- Drive double digit brand growth through superior innovations, communication and in market activities.
- Bring digital consumer marketing to new heights.

Product Marketing Plan:

- Setup yearly PMP strategy for CEWA region in alignment with Medical Management, S&CM, Sales, eCommerce, and all regional and global stakeholders.
- Ensure excellence in PMP execution throughout the year.

In-Market Execution:

- Responsible for activation and local best in class execution across CEWA markets.
- Utilize Global and Regional materials as well as global NPD pipeline or regional product focus strategy to execute perfectly on ground.

In Depth Market & Consumer Knowledge:

- Develop market knowledge in terms of trends, competitors, assortments, segments and derive concrete action plans for Eucerin.
- Strengthen consumer orientation in the team and closeness to the field. Ensure that relevant market research is conducted to understand and answer brand challenges, market environment and consumer behaviors.

Brand Development:

- Drive brand demand and sellout, improve profitability and maximize market shares through monthly performance analysis, brand sales forecasting, and identification of

### ADDITIONAL INFORMATION

We embrace Diversity and Inclusion and are committed to providing equal opportunities to all of our applicants – regardless of race, gender, age, religion and beliefs, sexual orientation and gender identity, disability, cultural, ethnic or national origins. We would therefore kindly ask you to include only information and data in your documents which are relevant for the assessment of your application (e.g. curriculum vitae, salary expectations, relevant references and certificates) and encourage you to upload your CV without a picture.

Have a look at our benefits: [What we offer – Our Benefits | Beiersdorf](#)

### JOB DETAILS

Contract Type: Unlimited / Full-Time  
Country / City: Nigeria / Lagos  
Company: Beiersdorf East Africa Limited  
Job ID: 15506

business risks and opportunities, leading to recommendations for future strategy.

- Identify risks and opportunities and push actions if needed.
- Validate promotional objectives/plans along with S&CM and Sales and follow up on implementation.

#### Brand Profitability:

- Steer product assortment, ATL and BTL budget. Influence sales through strategic guidance on pricing, promotions and sales mix to achieve net margin objectives.
- Control marketing investment in line with the agreed plan/forecast, reconciling and updating throughout the financial year. Identify opportunities to drive efficiencies of marketing investments.

#### Digital:

- Ensure the continuous development of the Eucerin brand in line with the overall brand strategy across digital platforms and amongst consumers in the CEWA region.
- Lead the digital management of precision marketing, social media channels, influencer strategy, SEO, CRM implementation while delivering KPIs across earned, paid and owned media.
- Liaise with internal teams, external agencies, and local country partners to ensure consistent execution of digital consumer marketing plan across touchpoints and to identify appropriate digital opportunities.

#### ROLE DIMENSIONS

- Job Location : Nairobi, Kenya OR Lagos, Nigeria.
- Position Reporting Line: The job holder reports directly to the Head of Marketing, Derma - AME
- Direct reports: No direct reports