

CARE CHANGES
EVERYTHING.

Beiersdorf

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Eucerin

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LA PRAIRIE
SWITZERLAND

CHANTECAILLE



SKIN CARE MARKETING MANAGER MÉXICO & CAMEX

YOUR TASKS

Role Purpose:

The MU Marketing Manager defines the long-term strategy and leads the organization design for one of the most important NIVEA categories for the MU.

Main Accountabilities:

Strategy and business planning

Push Mtk acceleration agenda for Marketing team.

- Increase communication across teams and improve upskilling in key topics: financials, commercial and digital

Long-term strategy

- Defines long-term strategy of owned categories for the MU
- Persuade all stakeholders in the company to achieve the best-in-class executions and ensure the KPI's compliance (including Sales, Shopper & CM, Finance, Supply Chain, Regional & Global Marketing).
- Defines the purpose of owned categories and how it supports umbrella brand.
- Identify and activate plans for growth & penetration

Opportunities & New Products Launches

- Identifies new opportunities in the market by exchanging with Regional & Global teams.
- Proposal of new plans and initiatives to ensure the best results in MS, NS, penetration and profitability.
- Defines Pipeline and makes it possible, on time and in quality.

Profitable growth.

- Always seeks for profitable growth and defines a sustainable business model for owned categories. Strong orientation of brands that grow through the POS, not necessarily only by ATL support. Should decrease product costs significantly and/or find a way to increase Gross Margin.

Leadership

Country support & Team development.

- Supports activation countries on Strategy and Pipeline.
- Influence across all stake holders to drive business
- Develops own team and always reaches agreements with other areas of the company.

YOUR PROFILE

JOB DETAILS

Contract Type:	Unlimited / Full-Time
Country / City:	Mexico / Ciudad de Mexico
Company:	Beiersdorf México SA
Job Function:	Marketing / Market Research

Knowledge, Skills and Experience:

Education:

- University / higher education degree

Skills:

- Leadership / ownership
- Persuasion at all levels
- Teamwork
- Passionate, inspiring
- Analytical skills
- Strategic thinking

Experience:

- 8-10 years solid experience in Marketing in FMCG, in beauty or personal Care categories.
- Excellent presentation skills in English and Spanish.
- Knows how to work in a Global company managing different stake holders and complex problems.