

CARE CHANGES
EVERYTHING.

Beiersdorf

HOME OF



Eucerin

Hansaplast

LA PRAIRIE
SWITZERLAND

CHANTECAILLE



ASSISTANT BRAND MANAGER - BLU ASIA HUB (1 YEAR CONTRACT)

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 Chantecaille. 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 an inclusive culture of respect and trust that is strongly aligned with our values – CARE, COURAGE, SIMPLICITY and TRUST. We also embrace diversity by valuing the uniqueness of each individual and being committed to equal opportunities for all.

We embrace Diversity and aim to provide equal opportunities to all of our applicants – regardless of e.g., gender, sexual identity, nationality, ethnicity, religion or ideology, disability or age. 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 with relevant references and certificates).

ADDITIONAL INFORMATION

Office Location: 6th and 7th Fl. Sathorn Square Office Tower, 98 North Sathorn Road, Silom, Bangrak, Bangkok 10500.
(Remotely Working from home could be applied)

JOB DETAILS

Contract Type: Limited, 1 Year / Full-Time
Country / City: Thailand / Bangkok
Company: Beiersdorf (Thailand) Co.
Job ID: 16330

YOUR TASKS

The position reports directly to the Senior Brand Manager BLU Asia Hub and is responsible for:

- Support the strategic and conceptual advancement of NIVEA's product portfolio in Asia (including China), for the assigned categories
- Facilitate the implementation of aligned strategy and innovations of NIVEA Asia portfolio within the Pre-IIM and IIM development process:
 - Responsible for implementing, adapting, or creating a NIVEA skincare pipeline for the assigned categories (from short- to long-term planning)
 - Steering as marketing core team in IIM for Asia Innovation projects to make sure innovation launch in the market on-time
 - Steering and realization of the Asia pipeline from BLU Category within the IIM process, actively align – within limitations and where possible – global and Asia pipelines and IIM projects to maximize synergies
 - Understand regulatory challenges & requirement in Asia region to feeding information to global marketing team/innovation team to maximize innovation opportunity in region.
- Continuous exchange with Marketing colleagues in the Region and their adjoining functions
 - Monitor consumer needs, trends, ingredients, understand needs of professional target groups, as well as monitoring competition
 - To develop launch controls/trackers to guide and influence future brand decisions
 - To ensure and foster collaboration, information and best practice sharing among BLU and Asia and rest of world countries
 - Participation in regular strategy and pipeline meetings with Asia stakeholders

YOUR PROFILE

- University degree
- 3 years of working experience in marketing (internationally), ideally with experience in Asia as an advantage
- Team player who has experience working in cross-functional, international, dynamic & diverse teams
- Convincing personality, strong influencing skills, able to lead and motivate stakeholders
- Ability to manage high complexity & to work in dynamic, changing environment
- High level of resilience and assertiveness
- Very good conceptual and analytical skills,
- Self-motivated, proactive working style, positive mind set and can-do attitude
- Confident communicator with strong written and oral presentation skills
- International mindset and intercultural competence
- Fluency in English both spoken and written