



CAREER STARTS WITH CARE.

Beiersdorf



Eucerin

Hansaplast

LA PRAIRIE

CHANTECAILLE

GLOBAL CONSUMER INTELLIGENCE & INSIGHTS MANAGER EUCERIN AND AQUAPHOR (F/M/D)

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.

YOUR TASKS

For our Global Business Field Derma Cosmetics, we are looking for a Global Consumer Intelligence & Insights Manager Eucerin and Aquaphor (f/m/d).

Your tasks in detail:

- Embrace (digital) consumer centricity: actively fueling the business with consumer insights; drive usage of new tools, esp. technology enabled market research methods
- Active transfer of consumer knowledge and insights throughout the organization by connecting generated data across categories and methods
- Consulting of the international marketing in answering consumer-oriented questions in the innovation process as well as for all elements of the marketing mix
- Conception, steering and quality control of respective ad-hoc market research projects
- Consulting of internal partners in the interpretation and evaluation of research results and in the implementation of the study finding into concrete, actionable and business-oriented recommendations and decisions
- Evaluation, implementation and continuous optimization of forward-looking, in particular technology enabled/new digital market research methods and tools, by actively screening trends around market research, data and technologies
- Close cooperation and regular exchange with local, regional and global CMI (consumer, market, insights) functions

YOUR PROFILE

- Master's in business administration or socio economics
- Proven track in the field of market research incl. methodologies and steering of market research projects in FMCG industry, especially in Derma Cosmetics, experience in research agency is a plus
- Highly experienced in market research methodology and proven use of a future-proof repertoire of research tools
- Digital Mindset and experience with new digital market research tools are a plus

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.

If you have any questions, please contact our recruiter Ms. Judith Stoll every Tuesday between 2 and 3 p.m. UTC+2 via the telephone number +494049094956.

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

JOB DETAILS

Contract Type: Unlimited / Full-Time
Job Start Date: 11/1/2022
Country / City: Germany / Hamburg
Company: Beiersdorf AG
Job ID: 11703

- Excellent analytical skills, especially in the transfer of research results into actionable and strategic relevant marketing decision,
- Passion for the consumer perspective and topics around skin care and problematic skin
- Fluent in English, both written and spoken