

CARE CHANGES  
EVERYTHING.

Beiersdorf

HOME OF



Eucerin

Hansaplast

LA PRAIRIE  
SWITZERLAND

CHANTECAILLE

## S&CM ACTIVATION MANAGER, UAE & GULF

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.

### ROLE PURPOSE

The Shopper & Customer Marketing Activation Manager ensures that the Brand Strategy is correct executed by Customer, by Store:

- Ensures sales effectiveness through perfect in-store execution designed to provide the best shopper experience and maximize sales.
- Responsible for Store KPI's and Store Performance.

### MAIN ACCOUNTABILITIES

#### Planning

- Support the mapping of the needs of customers for UAE & GULF cluster and incorporate it into S&CM workstreams.
- ABP/ Fast Start/ Business reviews: Support and provide customer/country input as part of planning process for Category/ Channel for UAE & GULF cluster. Translates RE plans and targets into country/customer plans and targets.
- S&OP: Support forecast for Category/ Channel with customer specific data for UAE & GULF cluster.
- Base business and innovation: Ensure that base business and innovation packages for all customers in the cluster is fully reflected: PICOS, POSM, selling story, selling Kit, Forecasts, etc.

#### Commercial operations

- POSM: Activates all POSM for all customers in UAE & GULF cluster.
- PICOS: On Shelf execution of Picture of Success (PICOS); deploy and track PICOS for all customers in UAE & GULF cluster.
- Pricing: Track pricing for all markets in UAE & GULF cluster.
- Promo: Activate promotion plan for all customers in UAE & GULF cluster in line with S&CM guidelines.
- Insights: Monitor Execution vs Target and course correct when needed. Collect and communicate customer insights.

### 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  
Job Start Date: 7/1/2024  
Country / City: United Arab Emirates / Dubai  
Company: Beiersdorf Middle East FZCO (Dubai)  
Job ID: 15905

## Customer Engagement: Direct & Indirect

- Presentations: Support Customer Category Presentations (Innovation, Category, JBP, T2T) as needed.
- Engagement: Support content for JBP/ T2T for all customers in the UAE & GULF cluster. Engage with customers.
- Thematic/ programs: Activate programs for customers of UAE/ GULF cluster: CSR, AVC, Active Accounts etc.
- Performance Management: Track category performance by Customer/Store.

## Store Execution

- Win the Shopper: Support content for WTS.
- Trax: Populate TRAX master data, ensure KPI set-up per country/customer. Activate TRAX with local stakeholders.
- Top stores: Engage with Top stores and activate Top Store program. Ensure flawless execution of PICOS. Track results monthly and ensure local action plans are in place by store.
- Field immersion: Do trade visits to verify retail context and collect information / insights about execution, trends and competitors.

## Leadership and People Management

- Live and communicate core values in day to day behavior and actions.
- Build and maintain an Activation Community that facilitates fast learning and best practice sharing and implementation.