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Beiersdorf

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INSIGHTS AND AUDIENCE MANAGER

YOUR TASKS

Role Purpose:

As the Audience & Data Strategy Manager your job will be to support local teams in the defining and implementing of audience strategy, building and managing consumer journeys across multiple touchpoints, implementing and managing 1PD strategizing and analyze/sharing data-driven insights for campaigns performance on-going optimizations. As such, you will need to closely collaborate with agency partners and Beiersdorf business service owners (e.g. AdTech teams).

Main Responsibilities:

Support local teams on audience strategy definition and implementation

- Working with the local & regional PM & PI Leads to develop the local PM audience and Influencer Tribes strategy, to ensure that we're targeting relevant consumers across a variety of digital touchpoints across the consumer journey;
- Coordinate with regional team to localize and adapt global / regional audiences & tribes,
- Coordinate with Ecom team for audience strategy across Full Funnel touchpoints and use of data for audience development,
- Research and ensure relevant knowledge on new innovative digital audience targeting techniques and best-practice audience set up,
- Own audience & tribe learning agenda and define audience testing hypothesis,
- Consolidate and share audience learnings with regional and local stakeholders.

Build and manage consumer journey across multiple touchpoints

- Support local teams to build and manage consumer journeys based on available data sources,
- Define specific conversion points for each funnel stage linked to the campaigns objectives,
- Consolidate learnings and best practices for increasing each funnel stage conversion rates.

Support local teams to implement and manage 1P data strategy

- Support regional team and local teams in building categories and product data best practice,
- Assess and provide improvement recommendations for owned digital assets (e.g websites and apps) and analytical capabilities (e.g Google Analytics), from a data collection perspective,
- Support local markets on 1P Data collection (Non PII), ensuring compliance with local data privacy guidelines.

Analyze and share data-driven insights

- Analyze and document website / social / video / programmatic / influencer performance

JOB DETAILS

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

and ensure seamless consumer journeys,

- Analyze campaign design both with standard reporting and with very granular cookie data to draw consumer insights & improve future campaigns,
- Verify sensitive topics for BDF-Agency relationships (fraud, quality of inventory, etc.),
- Evaluate digital marketing impact on brand lift and/or sales lift,
- Analyze, with Ecom team, audience performance across Full Funnel touchpoints,
- Work with the PI Lead to align Tribe and audience insights across the total campaign.

Partner with agencies and BDF Service Owners to

- Ensure linkage and correct data flow between analytical tools and media DSPs,
- Ensure proper utilization of collected 1P data in audience creation,
- Support local agencies on how to embed precision marketing framework into media plans.

YOUR PROFILE

Knowledge, Skills and Experience:

- 4-6 years experience in Digital Marketing or Data & Analytics positions
- Domain expertise within CPG industry with proven record of accomplishment in digital media roles.
- Hands on experience on Google Marketing Platform audience and data capabilities (GA360, DV360, CM, Retailer data).
- Comprehensive understanding on digital media KPIs optimization and dashboarding capabilities.
- Deep understanding of 1PD landscape and its uses for targeting and media activations.
- Experience in audience segmentation & targeting, journey optimization and conversion modelling.
- Comprehensive knowledge on ad-tech ecosystem and how to leverage different tools for optimizing different workstreams and campaigns performances
- Excellent interpersonal skills and communication skills
- Good presentation skills and rational / logic thinking
- Analytics and problem-solving
- Agile ways of working
- Results oriented
- Ability to adapt in a complex and fast changing environment
- Fluent in English