



E-TRADE MARKETING MANAGER

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).

For instance, please feel free to upload your CV without a picture. If you have any questions, kindly contact our recruiters via Chanticha.Sae-ngow@beiersdorf.com and Nongluck.Sottinirundom@Beiersdorf.com

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: Unlimited / Full-Time
Country / City: Thailand / Bangkok
Company: Beiersdorf (Thailand) Co.
Job ID: 15671

YOUR TASKS

- Be the bridge between Marketing and E-Commerce.
- Create and execute an annual campaign calendar of digital activities with E-Commerce accounts that accurately follows the digital sales strategy and ensures profitable sales growth (incl. joint business plan & roadmap)
- Drive strategic relationships and accelerated growth, while operating within approved trade marketing parameters, and balancing trade and media investment effectiveness and efficiency in trade spending.
- Develop promotional strategy for e-commerce channel by understanding the model as well competitive and business trends.
- Conceptualize, design and implement launch campaign (and its subsequent results tracking) across select e-commerce portals by working closely with local commercial team to drive visibility and business.
- Understand the market forces and benchmark with other FMCG companies and Industry (including share, new entrants and category performance) and constantly evaluate the models and adapt to current as well as future scenario.
- Monitoring campaigns across multiple e-commerce channels to deliver GMV by analyzing performance and activities (always-on, mega and lead campaigns) alongside the E-Commerce Commercial team to understand channel e-retailers purchase behavior.
- Preparing business reviews and sharing best practices to ASEAN countries.
- Follow the execution of E-Commerce Campaign Calendar with regional guidance on promo mechanics and category focus.

YOUR PROFILE

- Bachelor or Master Degree in Business or related fields
- At least 3 years' experience in trade marketing, experience in FMCG/E-Commerce
- Good understanding of eCommerce formula and digital landscape, eShelf Matrix, Consumer Journey, Digital Funnels and consumer journey.
- Excellent time management – able to stay calm under pressure whilst working quickly and delivering to dynamic, challenging, and fast paced environment
- Good communication in both in English for business conduct level
- Data-driven comfortable with MS excel and analysis, in able to take to decisions
- Creative thinker and problem solver – enjoys generating innovative ideas and solutions, devising new and exciting ways to engage audiences
- Passion in E-Commerce industry with strong logical and analytical skills.