



POS 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 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

The POS Manager is part of the Shopper & Customer Marketing team and responsible for overseeing all permanent and promotional POS activities for assigned categories and customers.

Your responsibilities will include:

- Defines and drives implementation of the right POSM by channel, by customer
- Adapts global POS materials to local language and POSM.
- Executes local POSM based on global guidelines.
- Responsibility for secondary placements.
- Tracks shelf and POS execution
- Drives in-store performance & excellence (off- and online)
- Search new POSM possibility (off&on line)
- Defined and execute promotions in stores
- Promo evaluation: follow up results of all promotions
- Search new Promo possibilities
- Develop local promo packs
- Care for budget
- Full responsibility for presentation preparation
- Support the Key Account Managers & Brand Managers with POS materials
- Work closely with Sales, Marketing, Finance and Supply Chain

YOUR PROFILE

- University degree.
- 5 years of experience in Trade Marketing and/or Marketing in the FMCG industry.
- Strong analytical skills
- Strong working knowledge of Microsoft Office) Excel and PowerPoint)
- Well organizational skills with strong attention to details
- Excellent communication and presentation skills
- Creative and proactive when it comes to initiatives and implementing them.

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 & 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 with relevant references and certificates) and encourage you to upload your CV without a picture.

JOB DETAILS

Contract Type: Unlimited / Full-Time
 Country / City: Croatia / Zagreb
 Company: Beiersdorf d.o.o.
 Job ID: 15648

- Quick-thinker, practical problem-solving skills, and the ability to work independently.
- Positive team player.
- Fluency in English and Croatian language