

**CARE CHANGES  
EVERYTHING.**

**Beiersdorf**

HOME OF



**Eucerin**

**Hansaplast**

**LA PRAIRIE**  
SWITZERLAND

**CHANTECAILLE**



## MARKETING CONTROLLING ANALYST - SSA

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

Support the business steering of NIVEA Brand categories for SSA (Management Unit: Southern Africa & Central East West Africa) countries on topline, profitability, and marketing investments by bringing relevant insights promptly to the table to have meaningful discussions, right decisions, and actionable outcomes. Perform marketing controlling activities i.e., forecast, planning, analyzing, create standardization and digitalization across SSA with regards to processes, templates, reports, and dashboards used for business partnering with marketing teams.

### MAIN ACCOUNTABILITIES

Business partnering:

- Be the key contact person for MU Southern Africa marketing director and SSA marketing teams on NIVEA categories and marketing controlling topics.
- Provide data consolidation, analyses, simulations, and insights to the NIVEA Marketing Controlling Manager – SSA and marketing teams.
- Actively steer the financial performance and defined KPIs for SSA with the marketing teams providing an objective viewpoint on the business situation, highlighting deviations, and initiating countermeasures.
- Work jointly with marketing directors and marketing teams for innovation business case, identifying white space entry and other business opportunities and support with business cases or investment evaluations, and other marketing-related processes.
- Collaborate closely with sales controllers on the key finance processes, sales & operations planning (S&OP) and business review meeting.

Marketing Controlling:

- Steer NIVEA Category SOI (NGS-MII) as well as gap analysis YTD vs. Plan/Forecast and previous years.
- Prepare monthly category business reviews (Net Sales, Gross Margin, Sales & Margin Driver) with focus on YTD & YTG performance vs Forecast.
- Performance category analysis to identify risks and opportunities.

### 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  
Country / City: South Africa / Durban  
Company: Beiersdorf Consumer Prods  
Job ID: 15391

- Ensure data quality in BASE, marketing budget tracking tool, and use it as a single source of marketing budget steering.
- Support NIVEA Marketing Controlling Manager - SSA on the marketing budget steering by preparing a monthly marketing budget tracking.

#### Budgeting and forecasting:

- Support the planning process for launch/relaunch and marketing budgets for SSA.
- Create transparency in planning process with regards to:
  - Media investments
  - Non-working media investments
  - Customer marketing spends.
- Ensure the data quality in marketing budget tracking tool e.g., GLs, cost centers and internal orders, and use it as a bottom-up for marketing budget planning and submission.
- Input all submissions required from marketing controlling unit e.g., key new product initiative (Net Sales, Gross Margin, Marketing Budget), relaunches, marketing budget plan or any others required in the system (TM1) and prepare assigned PPT and Excel submissions.
- Work jointly with marketing team to utilize MediaX (Media planning tool) and integrate it into the planning and tracking.

#### Others:

- Initiate and drive marketing controlling related projects, striving to add value through automation.
- Perform and/or manage other projects, tasks and assignments not stipulated on the job description as and when required.