

Brand Manager Benelux & Eastern Europe (m/f/d)

Location: Krefeld

Start: by arrangement

SC Johnson Professional GmbH offers professional skin protection, cleaning, care and hygiene products and solutions for industrial, washroom and healthcare users. It includes the Deb Skin Care range of specialized occupational skin protection products, as well as SC Johnson's well-known brands and innovative professional cleaning and hygiene products. The best-known skin protection product brands include Travabon®, Stokoderm®, Refresh™, Estesol®, Solopol®, Kresto®, Deb InstantFOAM® Complete and Stokolan®.

For our location in Krefeld, we are looking for an enthusiastic Brand Manager Benelux & Eastern Europe (m/f/d) for the Marketing department at the earliest opportunity.

Your duties:

- Planning and implementation of all marketing measures, promotions, sales promotion activities for BENELUX and EE across all sectors
- Supervision of the existing product portfolio and responsibility for new product launches
- Participation in (further) development and full responsibility in the implementation of the marketing strategy and marketing plan
- Optimization of the marketing mix in terms of an integrated marketing approach and taking online media into account
- Conception and implementation of product-relevant campaigns in close cooperation with the communications department and sales as well as Group Marketing
- Planning and design of trade fairs as well as organisation of events and congresses
- Support for dealers, sales representatives and key accounts (e.g. creation of presentations, marketing materials, customer-specific activations)
- Participation (e.g. project team member in new product development) and/or management of projects (e.g. new campaigns)
- Price calculation for the market BENELUX and EE
- Execution and evaluation of market, customer and competitor analyses
- Analysis of trends, trade and consumer needs
- Responsibility and control of the allocated marketing budget

Your profile

- Commercial training with further education (business administration, marketing, online marketing, etc.) or economic studies (FH/Uni)
- Very good knowledge of the MS Office programs, especially PowerPoint and Excel
- good SAP (SD module) user knowledge
- Current online marketing knowledge (CMS platforms, online analysis tools, etc.)
- Very good Dutch and business English absolutely necessary; good German and ideally also French knowledge
- 3-5 years experience in product/ brand marketing, ideally of B2B products in need of explanation
- Solid project management experience or experience in managing diverse and parallel projects with different priorities
- Experience in working with international and cross-functional teams
- Very good product knowledge, which must be kept up to date
- Hands-on mentality with strong analytical skills
- Team player with willingness to achieve common goals
- High digital affinity

Interested?

We look forward to receiving your detailed application, stating your salary expectations and earliest possible starting date, preferably by e-mail: bewerbung.proDE@scj.com

Further information can be found on our website:

www.scjp.com

RETHINKING THE PROFESSIONAL EXPERIENCE