

# Assistent Brand manager Andrelon amp Zwitsal



Locatie **Zuid-Holland, Rotterdam**  
<https://www.advertentieX.nl/x-1004970-z>



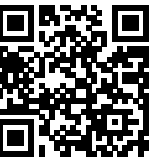







For Unilever we are searching for an Assistant Brand Manager for the team Andrelon & Zwitsal. It is a temporary position for app. 5 months for 16 hours a week.

Job Purpose:

Partner with Andrelon & Zwitsal brand team to drive performance of Andrelon and Zwitsal in market.

## Responsibilities & Accountabilities

- Lead in-store activations for Andrelon and Zwitsal
- Lead digital activations on brand.com and social channels and retail.com
- Lead specific elements of the campaign development
- Partner with customer and category management team to successfully deliver new innovations in store
- Support in coordinating several marketing activations such as refund, sampling, ads, etc

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• Manage internal/global brand communication and activation and track results and trends  
 • Prepare and coordinate consumer research  
 • Other on-going responsibilities: manage everyday relationship with agency and partner, budget system management, data analysis, track in-market performance and master brand promotions and tactics made

EXPERIENCE YOU SHOULD HAVE:

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- Bachelor's degree in marketing or related field required; Master's degree preferred
  - A minimum of 2 years of relevant marketing experience in consumer packaged goods with experience in delivering retail in-store activations and digital activations.
  - Brand Building experience required
  - Personal Care and Beauty related experience required
  - Understanding of digital, social and ecommerce landscapes
  - Clear demonstration of project management and leadership skills
  - Strong bias for action and accountability both for self and others
  - Fluent in Dutch and English.

#### EXCITED ABOUT THE ROLE?

To apply, you must do so online via the "solliciteer" button. Please do not forget to upload your CV and a motivation letter.

Uiteraard staat deze vacature open voor iedereen die zich hierin herkent.

#### Functieomschrijving

For Unilever we are searching for an Assistant Brand Manager for the team Andreon & Zwitsal. It is a temporary position for app. 5 months for 16 hours a week.

#### Job Purpose:

Partner with Andreon & Zwitsal brand team to drive performance of Andreon and Zwitsal in market.

#### Responsibilities & Accountabilities

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- Lead in-store activations for Andreon and Zwitsal
  - Lead digital activations on brand.com and social channels and retail.com
  - Lead specific elements of the campaign development
  - Partner with customer and category management team to successfully deliver new innovations in store
  - Support in coordinating several marketing activations such as refund, sampling, ads, etc
  - Deploy regional/global BET (communication, activation and visibility) and track performance.
  - Support in preparation of consumer research
  - Other on-going responsibilities: manage everyday relationship with agency and partner, budget system management, data analysis, track in-market performance and master brand promotions and tailor made activities.

#### EXPERIENCE YOU SHOULD HAVE:

- Bachelor's degree in marketing or related field required; Master's degree preferred
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### Sollicitatieprocedure

Je maakt een 'mijn Randstad' account aan om te kunnen reageren op onze vacatures. Dit doe je automatisch wanneer je voor het eerst een sollicitatie afrond bij Randstad, heel eenvoudig dus. Via je 'mijn Randstad' account beheer je gemakkelijk je gegevens en gaan je volgende sollicitaties nog!