

# Assistant Brand Manager



Locatie **Noord-Holland, Amsterdam**  
<https://www.advertentieX.nl/x-818667-z>

## <b>Functieomschrijving</b>

For Unilever Haircare Europe we are searching for an Assistant Brand Manager for a period of 5 months to fill in a sick leave.

### Category/Brand Introduction:

Being the biggest brand in Unilever Haircare Europe, TRESemmë® is in a good momentum. The brand is showing the strongest growth of the brand since years, resulting in being one of the fastest growing brands within Personal Care Europe YtD. TRESemmë® has a very strong footprint in markets like UK, Spain, Portugal and Nordics but is also expanding across Europe with a recent launch in CEE.

### Main Job Purpose

In this role, you will lead European projects working very closely together with the Global team, Local markets and the Regional multi-disciplinary team (R&D, SC, Procurement, Finance & Artwork Specialists). This role is a combination of deploying Global projects (70 projects) and adapt them to the needs of the European markets (incl. asset adaptation) as well as leading European projects and white spaces (20 projects) with the full development from scratch on (incl. asset development).

In this role you will be the first contact point for your TRESemmë® markets in Europe, leading the direct dockings with a pro-active approach in unlocking growth for our markets.

Working together with many stakeholders and presenting your projects in STM and IPT, this role gives you high visibility and the opportunity to develop your stakeholder management skills significantly.

### Key Responsibilities:

Lead & deliver innovation/renovation project(s): lead a cross-functional team to independently deliver a new line and/or new product(s).

Manage and keep in line projects with global alignment and ensure the launch of TRESemmë® in the right matrix and ensure alignment with the market.

Manage design development and artwork creation process.

Manage communication development/adaptation for EU markets including development of digital assets

Be responsible for country management / direct docking develop in-depth understanding of the European markets, needs and the business environment

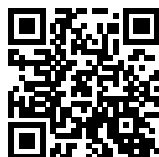
Sharing best practises and information cross markets

Accountability for the analysis of the brand performance (including P&E) and business cases, understanding the drivers behind results in different markets and being capable to take action based on analysis



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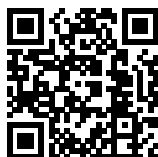
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Manage EU TRESemm's budget to ensure correct forecasting and proper spent recordings within ZBB, and support the team in proper spent allocation

Key Relationships / Team

EU TRESemm's team: European Hair Care Director, Senior Brand Development Manager, Assistant Brand Manager and intern

Global TRESemm's team: Global Brand Director, Global Brand Managers and Assistant Brand Managers

Local marketing teams: Marketing Manager, Brand Managers and Assistant Brand Managers

Cross functional teams e.g. R&D, CMI, Supply Chain, Finance

External agencies: eg. Creative agencies, U-studio, Design Agency, Tag

Key Requirements:

Proactive independent worker, with can do mentality enjoying working in a very dynamic environment where a lot of flexibility is needed

Min 3 years of experience in Marketing, preferably in Brand Development

Strong Project Managers skills, preferably already lead BD projects from scratch on before

Strong Business Acumen / Analytical skills.

Passion for Personal Care and Hair Care, keen following the latest consumer trends and innovations

Excellent communication and stakeholder management skills in order to work with multi-disciplinary teams and external agencies

Fluent in Dutch and English (written and verbal)

Competences:

Consumer & Customer focus

Growth Mindset

Bias for Action

Accountability and Responsibility

Salary is between € 3150,- and € 4400,- gross per month.

If you recognize yourself in this profile and if you are interested please respond with an English CV and motivation. Uiteraard staat deze vacature open voor zowel mannen als vrouwen.

**Sollicitatieprocedure**

Om te reageren op onze vacatures voer je eenmalig je gegevens in. Hierdoor maak je automatisch een account aan op Mijn Randstad. Vanuit Mijn Randstad reageer je voortaan snel en eenvoudig op vacatures, kun je je gegevens beheren, je sollicitaties of salaris bekijken en nog veel.