

Assistent Brand manager



Locatie **Zuid-Holland, Rotterdam**
<https://www.advertentieX.nl/x-986246-z>

For Unilever we are searching for an Assistant Brand Manager Personal Care. It is a temporary position until end of July for 32 hours a week. Start date preferably on 2nd march.

Background

Dove is the largest brand within the Personal Care business, and ambition is to grow substantially in the coming years. Currently the team is working on a roadmap with product innovations and renovations that will deliver the desired growth. The new Assistant Brand Manager will have an important role in delivery of these projects and supporting in the day to day management of the Dove and Dove Men+Care brand portfolio. This role gives the opportunity to drive in-market success through performance analysis, customer sell-in, activation development (PR, media, etc) as well as innovative communication tactics in digital. Working closely with category management and sales teams, you will be able to drive competitive growth.

Responsibilities & Accountabilities:

Deploy IBCs delivered by categories and amplification in experiential marketing with scale (including activation, PR, POS)

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Support in renovation activities (from project management to PLE) 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.

Requirements for the position

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

A minimum of 1 - 2 years of relevant marketing experience in consumer packaged goods

Brand Building experience preferred

Personal Care and Beauty related experience preferred

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

Unilever offers you a challenging position in a dynamic environment. The salary will be between € 3200,- and € 3500,- gross per month (40 hours a week) and depends on the amount of relevant experience..

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

Functieomschrijving

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Responsibilities & Accountabilities:

Deploy IBCs delivered by categories and amplification in experiential marketing with scale (including activation, PR, POS)

Lead specific elements of the campaign development

Lead artwork projects via Blue

Support in renovation activities (from project management to PLE)

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.

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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!