

PASSION TO INNOVATE | POWER TO CHANGE

Brand Manager – Dermatology

Application Period

20 October 2020 – 3 November 2020

Reference Code

CHBMANDERM2020

Division

Consumer Health

Company

Bayer (Pty) Ltd

Department

Marketing

Location

Isando

Functional Area

Marketing

Position Grade

VS 1.1

Employment Type

Permanent

Work Time

Regular

YOUR TASKS AND RESPONSIBILITIES

To actively contribute to the growth of the dermatology category through the development and execution of strategies that will drive both sales and profitability in line with global strategies and company policies. To actively seek out opportunities for innovation and leverage consumer insights that will improve growth and profit.

1. Lead and champion the dermatology category strategy
2. Effective execution of the strategy ensuring alignment with the global strategic plans and collaboration with internal and external stakeholders
3. Achieve business objectives, sales targets, market share objectives and brand profitability targets
4. Manage the advertising and investment budget
5. Take ownership of the P&L monitoring COGs, pricing, margins and profitability of the assigned brands
6. Proactively identify, analyse and interpret various data sets, translating data into insights that will drive business category growth for company
7. To actively contribute and participate in new product introductions
8. Responsible for S&OP planning, forecast accuracy and demand planning

WHO YOU ARE

Experience & Qualifications

- Tertiary degree and/or diploma in marketing
- Brand management/marketing experience in consumer/ FMCG essential



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Science For A Better Life

- Digital marketing experience required
- Sales experience an advantage

Skills

Applies entrepreneurial and commercial thinking
Attention to detail
Customer focus
Effective planner and organiser
Results driven
Strong analytical and problem solving skills
Strong interpersonal and communication skills (written and oral)
Team player

CONTACT US

Address

Isando

Telephone

27 11 921 5700

E-mail

zarecruitment@bayer.com

