



PASSION TO INNOVATE | POWER TO CHANGE

Brand Manager Derm OTC – Consumer Health

YOUR TASKS AND RESPONSIBILITIES

To actively contribute to the growth of the Dermatology (OTC) portfolio through the development and execution of strategies that will drive both sales and profitability in line with global strategies and company policies.

- Lead and champion the Dermatology (OTC) portfolio
- Develop brand strategies and tactical plans for assigned brands/portfolio
- Develop brand communication and media strategies, and execute both – ATL and BTL plans
- Manage the advertising and investment budget
- Take ownership of the P&L monitoring COGs, pricing, margins and profitability of the assigned brands
- Proactively identify, analyse and interpret various data sets, translating data into insights that will drive business category growth for the company
- To actively contribute and participate in new product introductions
- Responsible for S&OP planning, forecast accuracy and demand planning

WHO YOU ARE

Experience & Qualifications

- Tertiary degree and/or diploma in marketing
- Brand management or marketing experience is a requirement

Application Period

1 March 2019 – 15 March 2019

Reference Code

BMCH2019

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



- Consumer / FMCG experience essential
- Digital marketing experience a prerequisite
- Sales experience will be advantageous

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 5028

E-mail
zarecruitment@bayer.com

