



PASSION TO INNOVATE | **POWER TO CHANGE**

ENVIRONMENTAL SCIENCE – BRAND MANAGER

Application Period

12 June 2018 – 26 June 2018

Reference Code

ES/BR/MGR/ROD/IVM/JUN/2018

Division

Crop Science

Company

Bayer (Pty) Ltd

Department

Environmental Science

Location

Isando

Functional Area

Marketing

Position Grade

VS 1.1

Employment Type

Permanent

Work Time

Regular

YOUR TASKS AND RESPONSIBILITIES

The position encompasses both marketing and sales responsibility to ensure that BES Rodenticides, Stored Grain Protection and IVM (Brand Offices) contributes maximally to BES and to the company. From a marketing perspective the responsible person manages the long-term marketing strategies and operational marketing activities of the Brand Offices. The incumbent holds responsibility for the development and delivery of an integrated marketing strategy including all product management related aspects in order to achieve the financial results for the mentioned Brand Offices. The Brand Manager's role involves the development and implementation of all in market activation across all customer types.

Major Tasks and Responsibilities

Meet marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing profitability; initiating corrective actions

Lead and collaborate with the cross-functional team in order to develop the annual marketing plan, specifically: sales forecasts (taking into consideration past history, market trends,

Competitive activity and required sales effort), allocation of expenses (taking into consideration stage in product life

cycle, potential for future growth and profit contribution, potential competitors), required sales promotion programme (taking into consideration marketing strengths relative to competitors, selling opportunities and customers' needs and attitudes) and the marketing materials needed to accomplish the goals.

Develop appropriate promotional materials and campaigns to ensure the success of the overall strategy.



Build relationships with both internal and external members of the extended brand team involved in the marketing strategy, as defined by the marketing excellence programme (e.g., PDRA, Manufacturing, advertising agencies etc.).

Develop ongoing liaison with thought leaders, professional societies and other organisations to ensure significant developments in the relevant fields are identified and monitored and to gain knowledge of customer needs and develop strategies that are customer centric.

Provide assistance with preparation of submissions to tender boards where applicable.

Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations. Ensure that all activities are in accordance with Bayer compliance standards.

This position has primary responsibility for managing the marketing and sales administration function, operational performance reporting, streamlining processes and systems wherever possible, and advising senior management on maximising business relationships and creating an environment where customer service can flourish in order to build and maintain a high performance integrated organization to effectively achieve business objectives

WHO YOU ARE

Qualifications (Education, Skills, Experience and personal characteristics necessary for success in this position):

B Sc Honours or Equivalent

Ability to travel in Sub Saharan Africa

3-5 Years' Knowledge and Experience in either:

The Professional Self Applied market with Experience in FMCG OR

The Forestry and IVM market

Experience:

Experience in presenting Business review data at Divisional and management meetings.

Strong teamwork and interpersonal skills

Computer skills (MS Office)

Ability to manage/prioritize multiple projects.

Strong leadership skills.

Possess strong interpersonal skills including influencing, negotiation and teamwork skills.

Leadership:

Embrace the LIFE Values of Bayer, Communication & networking, Ability to think strategically, Business flair, Operate with minimum supervision, Accountability for actions and decisions

CONTACT US

Address

Isando

Telephone

27 11 921 5756

E-mail

zarecruitment@bayer.com

