



CAMPBELL & PARTNERS
EUROPEAN RECRUITMENT CONSULTANTS

Ref: AW/1348

BRAND MANAGER

Client:

Global leader in the household goods sector, driven by an exceptional rate of innovation and with a strong portfolio of brands. For German HQ, we are now looking for an astute professional to assume brand responsibility for personal care products.

Location: Frankfurt

Responsibilities:

- determine and develop brand/portfolio strategy
- assist with new product developments and market introductions
- drive the marketing mix including TV copy, media planning etc
- ensure the smooth running of the daily business ie forecasting, financial planning, marketing budget control, packaging design etc
- manage Brand P&L
- report to the Category Marketing Manager

Requirements:

- a high-achieving marketing graduate
- at least 3 years' experience as Junior Brand Manager in a competitive consumer goods environment
- experience of concept and copy development and of media planning
- comfortable with market research and analysis tools
- fluent English and strong analytical and interpersonal skills
- a problem-solver, strategist and convincing team player

Please e-mail your application to: first@campbell.de