



**CAMPBELL & PARTNERS**  
EUROPEAN RECRUITMENT CONSULTANTS

**Ref:** MG/1300

## **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](mailto:first@campbell.de)**