

# Turkey Jobs Expertini®

## Associate Category Manager - Vehicles

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Company: Mattel

Location: Istanbul

Category: other-general

**CREATIVITY IS OUR SUPERPOWER.** It's our heritage and it's also our future. Because we don't just make toys. We create innovative products and experiences that inspire, entertain and develop children through play. Mattel is at its best when every member of our team feels respected, included, and heard—when everyone can show up as themselves and do their best work every day. We value and share an infinite range of ideas and voices that evolve and broaden our perspectives with a reach that extends into all our brands, partners, and suppliers.

### **The Team:**

PEM (Pan EMEA Markets) Category Managers are responsible for maximizing opportunities of categories development with benefit for both Mattel and customers in PEM Region through the execution of the Global/Regional strategies. Category Expert role is created to ensure alignment within PEM by providing local teams with strategic recommendations and analysis concerning market trends, shopper research & insights, portfolio and in-store visibility management. Furthermore, the role will require supporting the transition of brand strategies into customer trade marketing plans. Key area of responsibility of Category Expert is to spot opportunities to build categories through Mattel portfolio in local markets, set up relationship with Category Expert on retailers' side and deliver best in class selling stories and activation plans for focus customers.

### **Collaboration with Regional Team:**

Expert in that role will strongly collaborate with EMEA Regional Marketing Team and be

their single point of contact in topics related to managed category. PEM Category Lead will be responsible for execution and PEM adaptation of EMEA category strategy and will be PEM voice to Regional and Global Brand Team.

### **Major Tasks:**

#### **REGIONAL:**

- Drive alignment between the individual countries and ensure commitment from the local Country Commercial leads.
- Ensure maximum adoption of global and regional( EMEA) category strategies to create actionable plans for the cluster
- Source of strategic expertise for EMEA Regional Teams in terms of market trends, portfolio and visibility analysis (including channel and customer dynamics and shopper insights)
- Represent PEM with key strategic partners
- Maximize potential of Mattel portfolio through recommendation of assortment strategy by sub-channel in countries
- Responsible for delivering location relevant Category Strategy in line with regional brand and category strategy
- Ensures sustainable growth of the respective category.
- Advise and provide guidance to the local activation teams - Center of expertise for the respective category within the cluster.
- Execution and communication based on brand guidelines, avoiding duplication and increasing the speed of operational decision-making.
- Provide guidance for A&P spending based on EMEA framework
- Share Best Practices within and outside the cluster and look for synergies

#### **Local Category Responsibility (SBM role):**

- Maximize common strategies and execute actionable plans for the country
- Prepares strong inputs into promotional strategies to fully reflect category/brand strategies in alignment with brand activities
- Responsible for delivering locally relevant activations/tools for the purpose of annual, quarterly planning process, sales briefings and customer selling stories
- Co-create strategic partnerships
- Work with Sales and Customers to maximize sustainable growth in the country
- Manage local A&P budget to optimize Marketing investments and to create strong Demand

Creation for the category and to achieve sell-through

### **What We're Looking For:**

- Deep Broad Marketing knowledge – understand the business dynamic, culture, language, operations - experience and proven successful tracking record in leading a multi-branded portfolio business
- Very strong ability to influence others and build strong relationships
- Capacity to work in a matrix
- Outspoken, clear communication and presentation skills
- Ability to deal with focus & pressure from different stakeholders
- True growth mindset, high learning agility, curious & creative
- High ability to get things done & enjoys having fun at the working place
- Deep understanding of market trends, consumer behavior and local nuances in the respective region. Personal delivery of an innovation or change initiative(s) with significant and sustainable business impact.
- Exceptional communication skills, both written and verbal.
- Proven effective stakeholder management

### **What It's Like to Work Here:**

We are a purpose driven company aiming to empower the next generation to explore the wonder of childhood and reach their full potential. We live up to our purpose employing the following behaviors:

**We collaborate:** Being a part of Mattel means being part of one team with shared values and common goals. Every person counts and working closely together always brings better results. Partnership is our process and our collective capabilities is our superpower.

**We innovate:** At Mattel we always aim to find new and better ways to create innovative products and experiences. No matter where you work in the organization, you can always make a difference and have real impact. We welcome new ideas and value new initiatives that challenge conventional thinking.

**We execute:** We are a performance driven company. We strive for excellence and are focused on pursuing best in class outcomes. We believe in accountability and ownership and

know that our people are at their best when they are empowered to create and deliver results.

### **Our Approach to Flexible Work:**

We embrace a flexible work model designed to empower a culture of growth, optimism, and wellbeing, where every employee can reach their full potential. Combining purposeful in-person collaboration with flexibility, our focus is to optimize performance and drive connection for moments that matter.

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