

Turkey Jobs Expertini®

Brand Manager, Hair Care

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Company: Henkel

Location: Umraniye

Category: other-general

At Henkel, you can build on a strong legacy and leading positions in both industrial and consumer businesses to reimagine and improve life every day. If you love challenging the status quo, join our community of over 50,000 pioneers around the globe. Our teams at Henkel Consumer Brands continuously drive the evolution in dynamic categories: Laundry & Home Care and Hair. With our trusted brands, including Persil and Schwarzkopf, our cutting-edge technologies and our disruptive solutions, you will have countless opportunities to explore new paths and develop your skills. Grow within our future-led businesses, our diverse and vibrant culture and find a place where you simply belong. All to leave your mark for more sustainable growth.

Dare to make an impact?

YOUR ROLE

Reporting directly to Category Head

Assuming full-fledged responsibility of company's leading Hair Care brands

Designing and implementing effective marketing strategies in line with the global & regional marketing roadmap to further grow the responsible brands

Managing yearly marketing planning of innovation rollouts and activations with full range of ATL and BTL activities

Leading launch and relaunch strategies as well as the execution process for the responsible brand, running the communication with Trade Marketing, Sales, Supply Chain, and Production teams accordingly

Analyzing market & consumer data and taking necessary actions with a proactive approach

Working in close cooperation with the Regional Marketing Team, based in Dubai.

A people management responsible for their training & development

YOUR SKILLS

Holding BSc/BA in Industrial Engineering, Business Administration or in a relevant field, MBA or Master's degree is desirable

Minimum 4-6 years of experience in marketing in an FMCG company with end-to-end brand communication responsibility (experience in Hair Care Care Business is an additional asset)

Strong communication and interpersonal skills with aptitude in building relationships with professionals of all organizational levels

Strong collaboration skills

Excellent oral and written communication skills in English with the ability to interact effectively with all levels of management

Competent in problem-solving, analytical, and interpersonal skills and ability to work with a variety of people

Advanced user of MS Office applications

At Henkel, we come from a broad range of backgrounds, perspectives, and life experiences. We believe the uniqueness of all our employees is the power in us. Become part of the team and bring your uniqueness to us! We look for a diverse team of individuals who possess different backgrounds, experiences, personalities and mindsets.

Cross References and Citations:

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