

Turkey Jobs Expertini®

Category Development Specialist/Executive, Make-up - Consumer Products

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Company: L'Oréal

Location: Istanbul

Category: other-general

The world leader in beauty, present in countries on five continents! Our international brands include L'Oréal Paris, Kiehl's, Vichy, Giorgio Armani Beauty, Garnier, Yves Saint Laurent Beauté, Ralph Lauren, Maybelline New York, Kérastase, Biotherm, Lancôme, NYX PMU, L'Oréal Professionnel, Vichy, La Roche-Posay, Diesel, Cerave, our local brand İpek and more. For more than a century, L'Oréal has devoted itself solely to one business: beauty. We strive to be the st **beauty-tech** company all around the world! **Beauty**s a powerful force that moves us. Our goal is to offer each and every person around the world the best of beauty in terms of quality, efficacy, safety, sincerity and responsibility to satisfy all beauty needs and desires in their infinite diversity. Our ambition for the coming years is to **create the beauty that moves the world!**

If you are ready to take charge of your career and join us on our quest for the next billion consumers, follow us to get the insider scoop on our business, culture, and tips on how to join us to shape the future of beauty. Join our **Consumer Products Division!**

WHAT YOU'LL DO

Lead P implementation according to shopper needs and field communication

Analyze market data, competition and creates concrete actions plans with sales team

Analyze market distribution data, finds out opportunities, prepares channel& format specific actions plans

Make necessary analysis to define the distribution opportunities and support category management with data supply

Ensures annual budget plan is implemented, updates phasing, tracks budget realization monthly

Shapes the investment phasing within the monthly budget

Manage merchandising models based on shopper & customer needs in alignment with sales & marketing,

Define merchandising needs by channel, makes field visits to control PLV executions, track competitor merchandising activities and prepare field reports

Support Category Manager and Merchandising Specialist on PLV design and optimization

Support Category Manager via analyzing customer / SKU based data for category management projects and makes proposals for category growth at customer

Join category management related customer meetings with Category Manager and track field executions

Lead promo planning and copack process, to optimize category profitability & volume.

Develop & control instore execution guidance for all channels

DO YOU HAVE WHAT IT TAKES

years university degree

For specialist minimum year of experience; for executive minimum years of experiences in sales, marketing and trade marketing

Excellent communication skills in English

Advanced level of MS Office Applications

B class driving license

Good communication and negotiation skills

Strong analytical problem solving skills

Ambitious, confident and able to take initiative

WHAT COULD L'ORÉAL OFFER YOU

The ultimate place to win and achieve your career dreams if you take initiative and push the boundaries while helping others shine along the way

Work with some of the biggest brands and experts in the business, and the most passionate people

A diverse environment

Opportunity to be at the center of digital transformation

World class training and development

WEARELOREAL

Take a closer look at our world !

Puedes inscribirte en un máximo de tres ofertas en un período de días.

No puedes retirar tu solicitud una vez enviada, así que asegúrate de elegir la posición que mejor se adapte a tus habilidades y aspiraciones.

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