

Turkey Jobs Expertini®

Marketing Manager, Distributors market, Turkey, Israel & Russia

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Company: CooperCompanies

Location: Istanbul

Category: other-general

Background:

Contact lens market is a **blue ocean** with significant perspectives to **grow profitably penetration** and repeat purchase.

Contact lenses are **medical devices** with a key role played by **Eye Care Practitioners (ECP)** and **Opticians**

CooperVision is one of the “big 4” contact lens players all American companies. It is **market leader in Europe** which is also region #1. But we pay attention that this new leadership position doesn't impact our **“challenger spirit”** that has made our success. Our key values are **“Inventive”, “Dedicated”, “Partners”** and **“Friendly”**. Headquarters for EMEA region is based in **England** .

ACEE region (Africa Central Eurasia Central Eastern Europe) is a vast **region of 100 countries**.

CooperVision is active in ~50 markets, mostly via **authorised distributors** except **9 direct markets where CooperVision is present** (Russia, Poland, Czech, Slovakia, Slovenia, Hungary, South Africa, Israel, Turkey, India). This region is delivering significant growth for CV and CooperVision is looking at **accelerating further growth** of **chosen markets**.

CooperVision success has been achieved via a **B2B-oriented strategy** triggering that our products are often the most recommended by ECPs & opticians. This is achieved via **breakthrough products** with a competitive & scientific edge, **marketing toward ECPs** ,

far going **partnership with key accounts** and **consumer activities**. And certain markets are deregulated which gives extra importance to wearers and consumer marketing levers there.

There is **significant variability** among countries from this region in terms of strategic challenges and team capabilities to address them:

CV position (55% ms in Israel, 12% in Saudi Arabia, 0% in Nigeria)

CV Teams on the ground (Russia > 100, Distributors market 4 FTE for 41 active countries)

Our need:

Are **experienced & versatile marketeers** able to integrate the ACEE marketing start-up (part of EMEA marketing Team), **DRIVE CooperVision acceleration through marketing** and adjust support to specific needs of market. This also means **hands on work** in the cases of certain projects and geographies.

Geographies of focus will be, by decreasing priority order:

Distributors market

Turkey

Coordination of projects across Russia, Israel, Turkey & Distributors markets.

Key responsibilities:

To bring relevant insights & analyses to the Organization and foster **insight-based decisions, most often in context of scarce data**

To participate to the elaboration of market **strategy & yearly plans, at various levels** depending on countries.

To promote “just right” portfolio approach, structuring work on New Product Launches, portfolio strategy, private label development and rationalization.

To maximize **360° impact of planned activities**

Delivering own projects **in excellence and on time**

Partnering with countries to ensure magnificent results

To foster “best practices” mentality, facilitating the usage & improvement of proven-effective campaigns from EMEA & other markets and analysing impact of activities in the region.

To champion **digital marketing excellence** in the region

To **collaborate with chosen strategic Key Accounts Managers** where requested and work on certain B2B projects (ex: B2B service as a product)

To network passionately liaising with ACEE markets to generate synergies between markets and with EMEA marketing colleagues both from Region and other relevant EMEA markets.

To promote countries covered withing CooperVision to get better understanding & service from Organization & to promote relevant solutions, policies and practices from EMEA into markets in scope.

To help **building CooperVision brand** awareness and protecting good name everywhere in the region.

To monitor products performance and input forecasting & to manage A&P budgets with good stewardship.

Intellectually **curious** with good **analytical** skills and solid **strategic acumen** .

Sense of **aesthetics and creativity**

Proactive, independent, responsible **self-start** approach.

We are looking for someone **determined** who **has personal drive** toward results, improvement & **excellence** and doesn't get easily satisfied by average outcome.

Willing to challenge current thinking when necessary.

Excellent projects leadership & management skills across multiple functions, agencies and countries. Ability to manage **multiple projects** with attention to quality of the output.

This is the most important skill requested: **adaptability of contribution** to the needs anything from **hands on realization of a project** (where/when there is nobody available) **to**

mentoring/coaching others in charge of realization (where/when skilled resources are available).

Strong **team player**

Good networker , sharing & importing good ideas, building coalitions.

Marketing experience in the **Consumer Healthcare** industry with products that have a healthcare professional strategic touchpoint.

A robust experience of developing and implementing **marketing** strategies & tactics and programmes across the **full B2B and B2C** marketing mix. The B2B vs B2C focus varies per market and candidate will have to adapt.

An experience in **consumer marketing** in roles & companies that offered real opportunities to train and do things on their own conceiving, constructing and implementing consumer marketing strategies and programmes across the full marketing mix as outlined in the job description.

Significant skills in **digital marketing** are expected and an experience with ecommerce is welcomed.

Ability to drive projects across an international organization in multiple configurations and with different cultures.

Excellent spoken and written **English** skills.

Arabic could be a plus.

Convincing writer and presenter

Work Environment:

Reporting full line Head of **Regional Marketing ACEE**

The role will be **integrated into EMEA marketing** regional team.

Strong collaboration needed with country leaders, marketing & commercial teams

Office-based and regular travel involved throughout Europe, Middle-East Africa & Eurasia. Travelling less than 15% of the time.

Significant home office possible

Location in the region with a good access to travel hub & where CV has a legal entity ex: Turkey, Russia, Israel, UK , Central Eastern Europe or other EU country)

Experience

Requires 10+ total years in **consumer marketing** in a multinational company, including high growth markets.

This experience should cover all key aspects of marketing discipline.

Experience in vision care industry is a plus but not essential.

Key is experience in tackling consumers both B2B2C and B2C as well as B2B work with **professionals recommending** a healthcare/somewhat **regulated product**.

Experience in **truly international** environment.

Experience of leading & **influencing teams** with no direct authority in a matrix organisation.

Education:

Hold a marketing qualification or undergone relevant training.

Bachelor's degree. Advanced degree/MBA preferred but not a must.

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