

Turkey Jobs Expertini®

Regional Brand Design Manager, AEA

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Company: Colgate-Palmolive

Location: İstanbul

Category: other-general

No Relocation Assistance Offered

159522 - İstanbul, Turkey, Turkey

Do you want to be part of a team that is building a future to smile about? What about having the opportunity to connect with others across the world, full of stimulating discussions, and making impactful contributions? If this is how you see your career, Colgate is the place to be!

Our dependable household brands, dedicated employees, and sustainability commitments make us a company passionate about building a future to smile about our employees, consumers, and surrounding communities. The pride in our company fuels a culture that encourages creative thinking, champions experimentation, and promotes authenticity which has contributed to our enduring success.

If you want to work for a company that lives by their values, then give your career a reason to smile...every single day.

Colgate-Palmolive Design:

The purpose of our Global Design team is to transform Colgate-Palmolive into a design-integrated company. We do this by growing Design capability, awareness and influence throughout our company organization – delivering brand experience excellence, fuelling innovation and inspiring culture change. Our global portfolio of brands and products are found in 75% of homes around the world, thus, the impact we

can make is unlimited!

Historically a team responsible for designing packaging, creating the look, tone and feel of our brands (visual, verbal identity, sonic design) across the brand experience spectrum. We are also growing new design capabilities like Physical and Digital Product Design, Motion Design and Digital Content Design. Would you like to play a role in this exciting evolution?

About the Position:

The Regional Design Manager is responsible for the development and execution of all creative deliverables, and HPC multi-regional initiatives in the AEA region. The position is based in Istanbul, Turkey, and reports back to the Head of EU/AEA Design who is based in Basel, Switzerland. They will translate business objectives into creative strategies that drive consumer engagement and sales across multiple touch-points. The Regional Design Manager (AEA) will adapt designs and follow through to execution.

They will ideate, develop and oversee all print and digital creative content to ensure a holistic approach across all touch points. Scope of work includes:

A strong knowledge of the consumer goods retail landscape, brand design principles, digital and imagery pre- and post-production will allow the Regional Design Manager (AEA) to work with internal/external stakeholders, freelancers and agencies to find innovative, yet feasible solutions to various marketing initiatives.

Please note:- It is a temporary position for 12 months.

Key Responsibilities:

- Apply strategic category thinking to hands-on design work for our core business category**
- Bring a global approach to design that delights the fresh customer and inspires major moments for store, digital and social channel collaborations**
- You are expected to assess each project's objectives and develop the best strategic workflow for efficiency and success, being a partner in the process**
- Communicate project status & timing to key business partners by building stronger relationships and develop trust**
- Maintain communication with divisions; manage and communicate**

updated standards and guidelines to regional marketing partners

- Partner with Design Managers, Artwork Coordinators, and External Partners [Design Agencies, Comp Providers, & Print Suppliers] for seamless development and execution of packaging design Master Bundles including stakeholder communication throughout the project life-cycle
- Ensure the seamless transition of finalized adaptation design/templates to the artwork execution process. Including color standards, image rights and type licensing.
- Support the development and implementation of a globally integrated packaging design-to-print process.
- Attend Print Trials & Key Marketing Meetings as needed

Key Requirements:

- 7+ years exp with Packaging design systems (esp. packaging adaptation projects)
- Strong understanding of Brand Design fundamentals, advocate for accuracy and very detail-oriented
- Excellent communication (verbal & written), strong interpersonal and team facilitation skills are required (Project management excellence)
- Knowledge of the consumer product industry preferred
- Excellent knowledge of Print Techniques
- An expert in ADOBE CREATIVE SUITE (Illustrator, Photoshop, Acrobat, etc.), and Google Programs

Above all else:

- Friendly, thoughtful and perpetually curious
- Humble to your core with a sharp emotional intelligence
- Able to build trust, even when communicating a dissenting point of view

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