

## Junior Brand Manager

[Apply Now](#)

Company: AkzoNobel

Location: Poland

Category: other-general

We supply the sustainable and innovative paints and coatings that our customers, communities – and the environment – are increasingly relying on. Our world class portfolio of brands – including Dulux, International, Sikkens and Interpon – is trusted by customers around the globe. We're active in more than countries and have set our sights on becoming the global industry leader. It's what you'd expect from a pioneering paints company that's committed to science-based targets and is taking genuine action to address globally relevant challenges and protect future generations.

© Akzo Nobel N.V. All rights reserved.

### Job Purpose

Junior Brand Manager drives and delivers P&L of Specialty Brands,

Supports Marketing Manager in creating & executing marketing plans.

### Key responsibilities

#### Business

Has a responsibility for delivering business objectives for defined category/product groups (P&L responsibility). Monitors sales and profit results. Identifies risk and opportunities,

Monitors business results (sales & profit), identify risks & opportunities,

Initiates & recommends business initiatives to deliver objectives,

Closely cooperates with Sales & Trade Marketing in aligning business objectives & challenges and preparing trade tools, initiatives, etc.,

Supports Trade Marketing & Sales in cooperation with Customers (preparing selling stories, presentations, etc.),

Recommends pricing strategy (recommended shelf price & price list) .

## **Marketing**

Project management incl. NPIs. Leading cross-functional teams (R&D, Supply Chain & Sales departments) from ideation through development and launch,

Develops marketing communication in defined areas (e.g. Digital, BTL, POS, etc.),

Cooperates with external marketing partners (e.g. agencies, printers, etc.),

Supports Marketing Manager in creating & implementing strategies and marketing plans to meet brand and company's' business objectives,

Manages & optimizes defined product portfolio,

Manages A&P budget.

## **Responsibilities**

Higher education, preferably Master of Business (Marketing),

At least 2 years of experience in Marketing departments in international companies (preferably FMCG or building chemicals) with P&L responsibility,

Experience in product management (especially NPD project),

Marketing communication (Digital, BTL, POS) development & execution,

Experience in leading market research projects would be an advantage,

Project Management skills,

High analytical skills,

MS Office working knowledge,

Category B driving license,

Very good command of English.

At AkzoNobel we are highly committed to ensuring an inclusive and respectful workplace where all employees can be their best self. We strive to embrace diversity in a context of tolerance. Our talent acquisition process plays an integral part in this journey, as setting the foundations for a diverse environment. For this reason we train and educate on the implications of our Unconscious Bias in order for our TA and hiring managers to be mindful of them and take corrective actions when applicable. In our organization, all qualified applicants receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age or disability.

[Apply Now](#)

#### Cross References and Citations:

1. [Junior Brand Manager Jobslibrary Jobs Poland Jobslibrary ↗](#)
2. [Junior Brand Manager Contentwriterjobs Jobs Poland Contentwriterjobs ↗](#)
3. [Junior Brand Manager Greecejobs Jobs Poland Greecejobs ↗](#)
4. [Junior Brand Manager MathematicsjobsJobs Poland Mathematicsjobs↗](#)
5. [Junior Brand Manager Pilotjobsnearme Jobs Poland Pilotjobsnearme ↗](#)
6. [Junior Brand Manager Digitaljobsnearme Jobs Poland Digitaljobsnearme ↗](#)
7. [Junior Brand Manager Advertisingjobs Jobs Poland Advertisingjobs ↗](#)
8. [Junior Brand Manager Seouljobs Jobs Poland Seouljobs ↗](#)
9. [Junior Brand Manager Professorjobs Jobs Poland Professorjobs ↗](#)
10. [Junior Brand ManagerJobsinaustria Jobs Poland Jobsinaustria ↗](#)
11. [Junior Brand ManagerKashmirhub Jobs Poland Kashmirhub ↗](#)
12. [Junior Brand ManagerPetroleumjobs Jobs Poland Petroleumjobs ↗](#)
13. [Junior Brand ManagerAccountantjobs Jobs Poland Accountantjobs ↗](#)
14. [Junior Brand ManagerSingaporejobs Jobs Poland Singaporejobs ↗](#)
15. [Junior Brand ManagerGardeningjobsJobs Poland Gardeningjobs↗](#)
16. [Junior Brand ManagerSearchaustralianjobsJobs Poland Searchaustralianjobs↗](#)
17. [Junior Brand ManagerTradingjobs Jobs Poland Tradingjobs ↗](#)
18. [Junior Brand Managerlexpertini Jobs Poland lexpertini ↗](#)

19. **Junior brand manager Jobs Poland** ↗
20. **AMP Version of Junior brand manager** ↗
21. **Junior brand manager Poland Jobs** ↗
22. **Junior brand manager JobsPoland** ↗
23. **Junior brand manager Job Search** ↗
24. **Junior brand manager Search** ↗
25. **Junior brand manager Find Jobs** ↗

Source: <https://pl.expertini.com/jobs/job/junior-brand-manager-poland-akzonobel-276dbbbf77/>

Generated on: 2024-05-01 by Expertini.Com