

Marketing Associate

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Company: Ecolab

Location: Kraków

Category: business-and-financial-operations

JOB DESCRIPTION

Job Description – Marketing Associate

Ecolab healthcare strives to be the global expert in delivering cleaner, safer, and healthier environments for our hospital customers. Our

work directly impacts the quality-of-care patients and their families receive. Within our dynamic and collaborative environment, the

Healthcare Marketing team plays a significant role in making the Healthcare vision a reality and has broad exposure to various aspects of the business.

The Marketing Associate plays an important role in Healthcare Marketing Team. This person will be responsible for supporting the planning and implementation of the Regional marketing strategy.

The role requires an individual who can function at executional and tactical level. In this role you will develop an in-depth

understanding of Ecolab's healthcare customers by:

- Implementing the marketing strategy and plans as well as sales enablement in the designated market
- Supporting commercialization efforts to ensure effective product launches across designated market
- Contributing to a seamless execution and communication to ensure that all customer segments receive the necessary support

- Supporting Sales Team to grow revenue, increase profitability and market share.

This role is highly visible and cross-functional, requiring significant collaboration with other functions (Marketing, Sales, Finance, R&D,

, communication with executive management and extensive work with customers, societies, and partners. The successful

candidate will demonstrate strong communication, collaboration and leadership abilities, passion for customers, high energy, and

commitment to help solve big problems. The position will report directly to the Marketing Manager.

Main Responsibilities

- Support sales growth, retention and profitability of Healthcare division in the designated market through execution of strategic planning and marketing programs.
- Develop in-depth customer and market knowledge, keeping up to date with customer trends through regular VOC, field visits and relevant industry associations. Communicate market needs and opportunities to the wider local & EU team to support innovation pipelines.
- Find opportunities to generate evidence to support Ecolab solutions.
- Contributes to the development of short and long-term strategy and execution plan for digital marketing.
- Leverage customers relationship to develop in-depth market knowledge.
- Manage the KOL network for specific segments
- Create and execute marketing campaigns and customer events to promote brand awareness
- Developing and implementing strategies and plans for:
 - o Product Launches
 - o Manage Phase in – Phase out process
 - o Sales Enablement and Product Training
 - o Competitive Intelligence
 - o Sustainability integration in product/segmentTVD
- Collaborate with critical functions, including Sales, Finance, R&D, Scientific Marketing.
- Remain current on market standards, association guidelines and related government

regulations

- Assist in developing training programs and sales tools to support the sales force in response to customer and competitive needs.
- Work collaboratively with Marketing Manager and European Marketing Team to share best practice.
- Travel 25% based on need, customer face to face interaction, and team support.

Our Commitment to Diversity and Inclusion

Ecolab is committed to fair and equal treatment of associates and applicants and furthering the principles of Equal Opportunity to Employment. Our goal is to fully utilize minority, female, and disabled individuals at all levels of the workforce. We will recruit, hire, promote, transfer and provide opportunities for advancement based on individual qualifications and job performance. In all matters affecting employment, compensation, benefits, working conditions, and opportunities for advancement, Ecolab will not discriminate against any associate or applicant for employment because of race, religion, color, creed, national origin, citizenship status, sex, sexual orientation, gender identity and expressions, genetic information, marital status, age, or disability.

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