

READY FOR THE NEXT CHALLENGE.

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Schwarzkopf



Persil



LOCTITE



Henkel Beauty Care holds leading market positions worldwide and its brand-name product business is continuously expanding. In this fast moving sector, success depends on constant innovation and high-quality products. Are you ready to work in a challenging, but also glamorous and dynamic environment? If you share a passion for hair and beauty, this is the place to start your career.

What we offer:

- Building of the respective worldwide brand equity and strategy in alignment with top management
- Creation & implementation of the brand's Innovation Master Plan for the next 5 years on a global level
- Development of the brand's global product pipeline based on market analysis, relevant consumer insights (incl. social media listening) and actual trends
- Leading of a multi-functional team to transfer concepts into products (external design agencies, international packaging department, R&D, international supply chain, purchasing, controlling, legal department)
- Creation and production of disruptive, integrated ATL marketing campaigns with subsequent performance measurement and revision if needed
- Regular exchange with countries worldwide to discuss needs, to monitor launches and to support
- Responsibility for a small team of marketing experts
- Steering of the Creative Lead Agency for the respective brand on a global level

Who we are looking for:

- University degree in Business Administration or Economics
- At least 5 years of successful professional experience in local, regional or global marketing incl. digital experience (esp. social media)
- Good understanding of FMCG, particularly beauty market is a plus
- Fluent presentation and communication skills in English; German is a plus
- Very stress resistant, highly ambitious personality acting with a high level of ownership and entrepreneurship
- Excellent project management, problem solving and interpersonal skills as well as creativity and out-of-the-box thinking to drive disruptive innovations in an agile environment
- Ability to work under pressure and willingness to constantly learn and develop
- Exceptional analytical and conceptual skills, strong team player attitude

