

# IT'S NOT MY WORK. IT'S MY PASSION.

Kate, Strategy & Planning, Adhesive Technologies



## Market Development Manager Europe (m/f)

170008HX, Düsseldorf

  
Schwarzkopf



**Persil**



**LOCTITE**



Henkel operates worldwide with leading innovations, brands & technologies in three business areas: Adhesive Technologies, Beauty Care and Laundry & Home Care. Founded in 1876, Henkel looks back on more than 140 years of success. Henkel employs around 50,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values.

### What we offer:

- Drive development of regional market segment strategy and define related marketing action plans
- Develop competitive positioning strategies and respective marketing mix
- Conduct regular market assessments to permanently monitor market trends and competitive activities
- Drive implementation of innovations and pro-actively manage product portfolio in terms of profitability and market fit
- Identify and manage defensive and offensive measures to improve portfolio quality
- Gather market and customer needs in close collaboration with sales team
- Conceptually develop and drive execution of international fairs and events
- Strong teamwork with R&D, Supply Chain, Sales and related stakeholders

### Who we are looking for:

- Excellent academical degree in International Business/Marketing/Science
- Min. 0-2 years of professional experience in Marketing
- Fluent English, further languages beneficial
- MS Office skills (PowerPoint, Excel, Word)
- An inspiring, well organized and ambitious person with excellent analytical, conceptual and communication skills
- Strong, open-minded, flexible and self-motivated teamplayer

