

## JOB POSTING REQUEST FORM

### JOB DETAILS

Reference #	CC-903-2022
Company Name	HENKEL LEVANT (Multinational Company)
Industry	Consumer and Industrial sector
Vacancy	Brand Manager
Number of vacancies for that position	
Job Type <i>(FT, PT, Contractual, Seasonal)</i>	FT
Major(s)	Marketing
Degree	Bachelor or Master's degree
Years of Experience	3 years of related experience
Location	Head Office - Zouk Mosbeh Lebanon
Remuneration & Benefits	TBD
Currency (LBP, Dollar, Lollar)	Dollar and LBP
Tasks & Responsibilities	<p>Henkel is a multinational company active both in the consumer and industrial sector. Founded in 1876, the company holds leading positions with its two globally operating business units: The Henkel Consumer Business (HCB) which includes laundry, home care &amp; beauty care and The Henkel adhesive technologies.</p> <p>The newly merged HCB unit is the cornerstone of Henkel's success story with well-known brands, such as Persil, Der General, Pril and Schwarzkopf. For consumers around the world, our brand names have become an integral part of their daily lives.</p> <p><b>Henkel Levant</b> is looking to recruit a <b>Brand Manager</b> who will set brands objectives and strategies per country, translated into clear marketing plans, based on consumers insights and trends, communicate the brand NDA and USP across all Marketing mix and secure Brand's performance and profitability growth.</p> <p><b>Main Responsibilities:</b></p> <ul style="list-style-type: none"> <li>Set the yearly marketing and promotional plan, for the assigned brand(s), in line with the overall marketing strategy. Implementing launches and re-launches as per the set strategy with the proper monitoring.</li> </ul>

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- Efficient implementation of marketing plans by aligning with internal and external suppliers including traditional media, digital, BTL, PR, CSR activities and product artworks development. Handling the relation with creative, advertising and media agencies with the proper briefing is also part of the role.
- Develop digital plans per country aligned with latest social media trends, targeting to reach the set KPIs.
- Understand consumers' needs and behavior through launching different types of researches (IHV – U&A – focus groups.) and come up with key-takeout's and action plans.
- Analyze monthly data (retail audit and sell-out) to understand Brands & competitions performance and market trends.
- Frequent presentations are required being part of internal business reviews or external regional presentations.
- Control brands' marketing support by country and by line of spending
- Ensure Brand's profitability by having a deep understanding of all lines of P&L and work on ad-hoc financial simulations.
- Close cooperation with all functions:
  - R&D
    - Product & competition product testing and understanding of performance differences.
    - Come up with ideas for product enhancement / profitability boosting.
  - Sales / Trade Marketing
    - Set brand annual growth with sales Team.
    - Collaborate on commercial strategy and visibility / in-store trade activations per market.

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- Close follow up on competition novelties, price positioning and activations.
- Supply / Demand planning
  - Understand and challenge sourcing and costing effect on portfolio mix, packaging and profitability.
  - Collaborate on launches / relaunches implementation (CPS – printing ...)
  - Ensure forecast accuracy and target phasing aligned with marketing plans
- Finance
  - Monthly meeting to validate Brand budget and discuss Brand's profitability results.
  - Working on business cases related to launches, financial simulations covering promotions and portfolio mix

**Requirement:**

- Bachelor's degree in related fields or the equivalent of 3 years' of experience
- Masters or Professional Certification in related fields is a plus
- Advanced Computer Skills