

GLOBAL LAUNCH MARKETING MANAGER (M/W) PERSONAL CARE

For our Business Unit Industrial & Consumer Specialties / Global Marketing Team in Frankfurt, Germany



CLARIANT



Clariant is a globally leading specialty chemicals company, based in Muttenz near Basel / Switzerland. On 31 December 2015 the company employed a total workforce of 17 213. In the financial year 2015, Clariant recorded sales of CHF 5.807 billion for its continuing businesses. The company reports in four business areas: Care Chemicals, Catalysis, Natural Resources, and Plastics & Coatings. Clariant's corporate strategy is based on five pillars: focus on innovation through R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.

The Personal Care industry is a highly dynamic and competitive market. It is exciting, constantly changing and it is filled with new innovations. Clariant Personal Care is a major player in the personal care specialty chemicals industry worldwide and has an impressive product portfolio to offer to its customers.

Now we would like to expand our Personal Care Global Marketing Team in Frankfurt and we are looking for a Global Launch Marketing Manager.

Position duties:

Marketing:

- Has the overall responsibility for products' launches execution in the region
- Serves as a sparring partner during the products' development stage gate process with sharing market insights
- Secures a good transition from business development to launch management when the test marketing phase is concluded
- Produces technical marketing sales presentations, which include sales force training and customer visits
- Secures regional launch targets adherence and monitors actively any deviation
- Manages global advertising and promotional campaigns and liaise with global, regional and communication teams to meet the demand of marketing and promotional strategies
- Is accountable for monitoring of business deployment, analysis of the launch's performance and competitor intelligence with inputs from

If you are ready to take the challenge at Clariant and the job description inspires you and corresponds to your qualification, please apply online (#6124) via www.clariant.com/en/Careers

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local markets. Raise any risks / opportunities that may impact the launch strategy

Understands media landscape; integrating latest digital online and offline media platform to support marketing strategy and evaluate campaign effectively

Revisits the launch strategy 6 months down the road and takes the learnings into the launch management strategy

Social / Digital media:

Develops and drives media plans in accordance to global media briefs

Creates and executes content marketing via digital media platforms

Adapts and localizes digital assets

Requirements:

Master of Science (Chemistry) degree with at least 8 years' experience in marketing

Experience in managing complex innovation projects and products' launches

Interpersonal and intercultural communication skills

External focus

Excellent communication, influencing skills and interpersonal skills

Problem solving skills with practical creativity

Excellent spoken and written English

Willing to travel about 50% of the time

Desirable:

Experience in Personal care preferred

Experience in innovations and communication development preferred

Eye for beauty

Our Offer:

This position is an excellent opportunity for someone wishing to join a dynamic technical marketing community in Clariant with allocation to the largest business unit and fastest growing industry

Attractive and performance-based compensation

The social benefits of a modern company

Individual training

what is precious to you?