



PR/086834 | Product & Shopper Marketing Specialist Europe (m / f / d)

募集職種

人材紹介会社

ジェイエイシーリクルートメントドイツ

求人ID

1512943

業種

レストラン・フードサービス

雇用形態

正社員

勤務地

ドイツ

給与

経験考慮の上、応相談

更新日

2025年01月07日 19:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ビジネス会話レベル

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

COMPANY OVERVIEW

A family-run Japanese company with more than 200 years of history is looking for a Product & Shopper Marketing Specialist Europe (m/f/d), located in Düsseldorf.

JOB RESPONSIBILITIES

In this role you will oversee topics across the entire marketing mix.

- You lead new product launches and relaunches in close collaboration with cross-functional teams (e.g. Global Marketing, Demand Planning, local markets)
- You provide direct sales support with engaging selling stories for internal and external presentations
- You plan, implement and review POS campaigns and customer-specific sales promotion activities for retailers (foods speciality)

- You develop, optimize and expand existing marketing campaigns, adapting them to current market demands.
- You conduct market and competition analyses and derivation of recommendations for action and decisions
- You analyse and evaluate the performance and effectiveness of relevant marketing projects and campaigns.
- You support in organising trade fairs and exhibitions
- You steer external agencies and service providers in the development and implementation of marketing projects.
- You monitor and control the respective marketing budget

JOB REQUIREMENTS

- Bachelor's or Master's degree in marketing, business administration, or comparable fields of study.
- Proven experience (3 years +) in product and shopper marketing, in FMCG industry.
- Experience in Sales, Shopper / Trade Marketing or Category Management.
- Project management experience in international contexts, with the ability to work effectively across cultural boundaries.
- Fluent English skills, German and additional languages are an advantage.
- Self-driven and goal-oriented work style with high initiative and hands-on mentality.
- Open and persuasive personality with excellent communication skills, team spirit, and the ability to collaborate effectively in an international environment.
- Willingness to travel occasionally (up to 10%).

Apply online or feel free to contact me directly for more information about this opportunity. Due to the high volume of applicants, we regret to inform that only shortlisted candidates will be notified. Thank you for your understanding.

会社説明