



*Be an  
inspiration.  
Be Bayer*

At Bayer we're visionaries, driven to solve the world's toughest challenges and striving for a world where 'Health for all, Hunger for none' is no longer a dream, but a real possibility. We're doing it with energy, curiosity, and sheer dedication, always learning from unique perspectives of those around us, expanding our thinking, growing our capabilities, and redefining 'impossible'. There are so many reasons to join us. But if you're hungry to build a varied and meaningful career in a community of brilliant and diverse minds to make a real difference, there's only one choice.

## Branding and Campaign Activation Specialist (JO-2301-637)

### Role Purpose

This role is responsible for the execution of tactical marketing plans for products and paid media in country including campaign management, marketing programs, product marketing communication and promotional activities. The role holder is also responsible for supporting implementation of campaign plans based on set go-to-market strategies, roll out and optimization of digital tools, and product brand management.

### Key Responsibilities and Tasks

- // Translate campaign plans based on Go-To-Market strategies into customer focused, promotional and communication tactics.
- // Plan and support the execution of promotional campaigns, launches and trade events (Growers Meetings, Field Days, Demo days etc.) to facilitate their success.
- // Develop or direct the production of locally relevant literature, promotional materials, advertising and sponsorship campaigns to enhance the launch of new products, the growth of existing ones and launch integrated solutions.
- // Prepare and develop content for brochures, displays and posters for sales activities, tradeshows, events and other external appearances of the organization.
- // Coordination with designers, agencies, media, contractors and printers of marketing literature to augment the company's presence in the market by coordinating the production of a wide range of product marketing communications, paid media campaigns and following up on timely preparation and delivery of the materials and campaign activities.
- // Assist in monitoring active marketing programs and developing ways to improve those campaigns.

- // Plan and manage marketing material and collateral to support field marketing activities
- // Working cross functionally/departments to execute successfully on campaign plans.
- // Collaboration with the compliance department to comply with compliance policies that touch on marketing activities and events.
- // Maintain liaison with external and internal suppliers commissioning and delivering all marketing material.
- // Develop and implement communication strategies to strengthen customer centricity through digital marketing and social media, while ensuring compliance with corporate standards/guidelines.
- // Oversee development and effective utilisation of brand website(s) and eMarketing tactics as required.

### Qualifications, Skills and Competencies

- // A minimum of a university undergraduate degree in business or related fields.
- // A minimum of 5 years of experience in marketing, advertising, and/or marketing communications.
- // Experience in the agriculture sector and digital marketing is preferred.
- // Excellent Microsoft Office suite skills.
- // Excellent communication and presentation skills.
- // Fluency in oral and written English and Portuguese languages.
- // Great organization skills.
- // Commercial acumen.
- // Proven ability to influence effectively in a matrix organization.
- // Budget/resource allocation and management experience.

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**Application period:**

19 January 2023 - 3 February 2023

**Position grade :**

E13

**Employment type:**

Permanent

**Location :**

Maputo, Mozambique.

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**Contact us**

Telephone +27 11 921 5700

 Science for a **better Life**

Bayer welcomes applications from all individuals, regardless of race, national origin, gender, age, physical characteristics, social origin, disability, union membership, religion, family status, pregnancy, sexual orientation, gender identity, gender expression or any unlawful criterion under applicable law. We are committed to treating all applicants fairly and avoiding discrimination.