



*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 & Communications Co-Ordinator (JO-2409-1093)

### Role purpose

- // Responsible for common coordination of the branding roll out for the entire customer teams and consequently to the strategy developers within Key Account to Farmers, Key Account Distribution and Demand Generation
- // Responsible for setting up harmonic campaign management, marketing communication, digital marketing and promotional activities across all customer teams
- // Ensure implementation of a targeted brand and customer communication strategy aligned with global guidelines and communication strategy.
- // Accountable for the implementation of approved product brand guidelines in communication, packaging, collateral etc. across Africa
- // Responsible for the management of the Bayer academy as well as Salesforce and ECIP activation

### Key responsibilities and tasks

- // Coordinate with Strategy Developers to execute customer (farmer and channel) focused marketing campaigns linked to GTM strategies to achieve annual business targets.
- // Core responsibilities in development and implementation of marketing campaigns will include:
- // Develop core messaging for products, USP and value proposition aligned to MD, GTM Leads and Strategy Developers
- // Identify new and innovative (disruptive) ways and concepts to increase brand awareness, product usage and market share while tracking the effectiveness of

- campaign /communication and implement action based learning
- // Leverage digital solutions and platforms to optimize campaign effectiveness and messaging
- // Plan and support the execution of promotional and trade events like (Nampo, GrainSA congress CRI etc)
- // Build collaborative working relationships with key internal and external partners (suppliers and agencies) for South Africa to ensure efficient and cost-effective supply and service delivery of marketing material and services in line with guidelines and strategy.
- // Coordinate the implementation of comprehensive marketing launch plans for new product launches in South Africa (Knowledge transfer, Launch ppt, Messaging, campaigns, Launch Events etc).
- // Implement a process to track key competitors' marketing and campaign approaches and activities (Competitor analysis on marketing campaigns). Collaborate with business intelligence and customer insight team to develop in depth market and customer understanding to ensure marketing campaigns are customer focused.
- // Ensure and support the effective role out of product brand guidelines in marketing and campaign material as well as labelling and packaging across South Africa.
- // Work with the Strategy Developers and strategy team to ensure effective resource allocation in terms of communication, demand generation and promotional activities in line with growth potential and strategy.
- // Optimize approved budget, ensure efficient spend on external resources, services, tools and media.

Manage and track monthly the annual advertising, promotional and demand generation budget for South Africa.

- // Manage the online learning platform Bayer Academy, upload new courses and ensure sales access to the platform while Monitoring customer teams learning progress and incentivize learning
- // Manage the recoding of new content in collaboration with the GtM and Knowledge Transfer teams
- // Ensure ECIP is updated with latest pricing and products and all teams have access to ECIP and SF
- // Manage customer teams use of salesforce to ensure demand planning and customer insights and contact information are captured
- // Ensure sales team assign a segmentation to all customers and Oversee the RADL calculation by squad and ensure this and segmentation results are loaded on salesforce.

### Experience, Skills and Qualifications

- // Tertiary qualifications in Agronomy, Marketing, Business or related fields.
- // Minimum 3 years sales, marketing and/or agronomic experience.

- // Experience in working with marketing campaigns, preferably digitally based.
- // Agricultural background, experience in the seed, crop protection and/or biotechnology industry is preferred.
- // Good Microsoft Office skills (Excel / Power Point / Word) a prerequisite. Specific experience with MS Excel necessary.
- // Highly motivated, creative, dynamic and well organized.
- // Good business and strategic acumen required.
- // Excellent communication and presentation skills.
- // Fluent in English, oral and written, is required.
- // Customer and market oriented.
- // Ability to prioritize multiple tasks with associated deadlines for deliverable results.
- // Proven ability to influence effectively in a matrix organization and works well in teams.

**Be part of something bigger:**

Link to apply: [Bayer Careers](#)

---

**Advertising Period:**  
**30 September – 14 October 2024**

**Position grade:**  
**VS1.3**

**Employment type:**  
**Permanent**

**Location:**  
**Isando**

---

////////// Health for all, Hunger for none.

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.

