

# PASSION TO INNOVATE | POWER TO CHANGE

## Consumer Health – Brand Manager Allergy, CCSF & Pain

### Application Period

16 February 2021 – 2 March 2021

### Reference Code

CH/M/BM/CCSF

### Division

Consumer Health

### Company

Bayer (Pty) Ltd

### Department

Marketing

### Location

Isando

### Functional Area

Marketing

### Position Grade

VS 1.1

### Employment Type

Permanent

### Work Time

Regular

### YOUR TASKS AND RESPONSIBILITIES

To actively contribute to the growth of the Allergy and Cough, Cold, Sinus and Flu (CCSF) and Pain portfolio in South East Africa through the development and execution of strategies that will drive both sales and profitability in line with global strategies and company policies.

- Lead and champion the Allergy and CCSF portfolio
- Develop brand strategies and tactical plans for assigned brands/portfolio
- Develop brand communication and HCP strategies, and execute both ATL and BTL plans
- Manage the advertising and investment budget
- Take ownership of the P&L monitoring COGs, pricing, margins and profitability of the assigned brands
- Continuously monitor and track performance versus agreed KPI's
- Proactively identify, analyse and interpret various data sets, translating data into insights that will drive business category growth for company
- To actively contribute and participate in new product introductions
- Close liaison and collaboration with Global Marketing to ensure alignment with global brand strategies
- Responsible for S&OP planning, forecast accuracy and demand planning
- Build and maintain productive working relationships with internal and external stakeholders



## WHO YOU ARE

### Experience & Qualifications

- Tertiary degree and/or diploma in marketing
- Brand management or marketing experience is a requirement
- Consumer / FMCG experience essential
- Digital marketing experience a prerequisite
- Sales experience will be advantageous

### Skills

- Applies entrepreneurial and commercial thinking
- Attention to detail
- Customer focus
- Effective planner and organiser
- Results driven
- Strong analytical and problem solving skills
- Strong interpersonal and communication skills (written and oral)
- Team player

### CONTACT US

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