

Senior Brand Manager Toothpaste Argentina

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Company: Colgate-Palmolive

Location: Buenos Aires

Category: other-general

No Relocation Assistance Offered

158827 - Buenos Aires, Buenos Aires, Argentina

About The Role

As Senior Brand Manager for our Toothpaste category in Argentina you will define and lead growth strategies and plans for the category, settle pricing strategy and identify pricing opportunities versus competitors to improve profitability and build and implement other strategies around the category brands.

What You Will Do

Identify business opportunities based on consumer needs and habits

Plan and lead new product launches to ensure successful implementation

Suggest price increases taking into account the dynamics of the country and of the competitors

Supervise the correct implementation of campaign communication in all POP materials that are developed

Resolve optimal portfolio that is in line with the category strategy

Analyze category information in terms of market shares, competitive situation, consumer behaviors and market trends

Collaborate with the development of the presentation for the Budget reviews

Lead the organization of events and activities carried out for the commercial team to communicate the different launches planned

What You Need (Required Qualifications)

Bachelor's degree in Business Administration, Marketing, Industrial Engineering, or related

4 to 5 years of experience in marketing, trade marketing or other commercial areas

3 years as Brand Manager

Experience in Mass Consumption companies (CPG/FMCG) is required

Analytics and financial skills

Advanced English Level

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