

Argentina Jobs Expertini®

Sr Brand Manager Carefree / Fem Care LAS

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Company: Johnson & Johnson de Argentina S.A.C. e. I.

Location: Buenos Aires

Category: other-general

Description Kenvue is currently recruiting for Sr. Brand Manager Carefree - Fem Care for Latin-America South. This position reports into Essentials Group Marketing Manager LAS and is based in Buenos Aires, Argentina. Who We Are At Kenvue , part of the Johnson & Johnson Family of Companies (Kenvue), we believe there is extraordinary power in everyday care. Built on over a century of heritage and propelled forward by science, our iconic brands-including NEUTROGENA ® , AVEENO ® , TYLENOL ® , LISTERINE ® , JOHNSON'S ® and BAND-AID ® -are category leaders trusted by millions of consumers who use our products to improve their daily lives. Our employees share a digital-first mindset, an approach to innovation grounded in deep human insights, and a commitment to continually earning a place for our products in consumers' hearts and homes. Join us in shaping our future--and yours. Position Summary By assuming this position, you will be contributing to the growth strategy of Carefree and Fem Care. With focus on brand strategy for Latam South, collaborates with the discovery, development, and marketing functions to search for new opportunities through detailed assessment of market trends, unmet customer needs and competitive activity fostering a profitable and sustained growth for the brands in scope. What will you do • Defines Brand Strategy for Argentina, Chile and Distributor Hub. • Supports LAS countries strategy implementation and focuses on Argentina's execution. • Leads Communication strategy regarding campaigns and media execution. • Brands fundamentals analysis: Sell in, sell out, market share, distribution, forecasting and competitive analysis. • Analyze key performance indicators and financial reports such as budget, price, profitability,

etc. • Evaluate and implement improvements for new and existing products and programs. • Improve key customer relationships and partnerships for market development and enhanced market share. • Develops key connections with internal and external stakeholders to foster brand growth. • Leads and develops own team with clear development plans. • Education: Business Administration, Economics, Marketing or Similar • Experience and Skills: 5 years experience in brand management positions and 8 years experience in marketing roles within FMCG companies

- o Brand Management Experience required
- o Product Manager experience is required.
- o Brand Leadership is required
- o Brand Building expertise required
- o High leadership skills and proven experience in leading successful teams
- o Skin Care/Beauty/Personal Care category experience is highly appreciated

• Language: Advance English is required

Kenvue is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identify, age, national origin, or protected veteran status and will not be discriminated against on the basis of disability.

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