

Freudenberg is a global technology group that strengthens its customers and society long-term through forward-looking innovations. Together with our partners, customers and the world of science, we develop leading-edge technologies, and excellent products, solutions and services for 40 market segments. The Freudenberg Group employs some 50,000 people in 60 countries worldwide and generates sales of over 10 billion euros.



Freudenberg Home and Cleaning Solutions is a Business Group of Freudenberg and a leading global supplier of branded cleaning systems as well as household and laundry care products. The portfolio includes brands such as Vileda®, Gimi®, Wettex® and Marigold®. The company employs more than 3,200 people and hosts a distribution network in 35 countries.

New, effective products and distribution channels, technical innovations and a strong customer focus have been the company's key success factors. They are supported by extensive market and customer research on an international basis as well as innovation centers and production plants around the world.

 Istanbul  Freudenberg Household Products Evici Kullanım Araclari Sanayi ve Ticaret A.S.

You support our team as

## JUNIOR MARKETING MANAGER (F/M/D)

### Responsibilities

- Support the Head of Marketing and/or (Senior) Marketing Manager with the management of the respective product portfolio (existing and new products) including commercialization, market growth, profitability tracking and go-to-market plans.
- Support the implementation of product and pricing strategies (NRM).
- Based on data analytics, provide feedback on consumer/shopper insights competitive trends and key portfolio benefits to best position our branded products in order to serve consumers.
- Co-lead a product category or new product launches.
- Support KAM with dedicated customer activities.
- Participate in local and international functional or cross-functional projects. (Trade Marketing, NPD...)
- Preparation of monthly sales analysis and planning for assigned category portfolio.

### Qualifications

- Bachelor degree from a reputable university in Engineering, Marketing / Business or related field.
- Entry position with up to 3 years job experience in the field of Marketing.
- FMCG preferred.
- Good knowledge of Microsoft Office suite, other Marketing software tools beneficial.
- Good English skills required (written and oral), other languages beneficial.
- Advanced presentation and communication skills.
- Agile learner.
- Ability to think and act holistic and critical.
- Strong interpersonal skills.
- Team player, willing and able to work in cross-functional teams and international environments.

- Management of communications with sales team and all strategic partners to ensure marketing objectives are met.
- Market research analysis and planning of necessary actions in line with market conditions.
- Planning and management of trade marketing activities.

## Some of your Benefits



**International work options**



**Meal allowance**



**Health insurance**



**Performance-related bonus**



**Public transportation allowance**

The Freudenberg Group is an equal opportunity employer that is committed to diversity and inclusion. Employment opportunities are available to all applicants and associates without regard to race, color, religion, creed, gender (including pregnancy, childbirth, breastfeeding, or related medical conditions), gender identity or expression, national origin, ancestry, age, mental or physical disability, genetic information, marital status, familial status, sexual orientation, protected military or veteran status, or any other characteristic protected by applicable law.

## Additional Information



Aysenur Ongan

Son basvuru tarihi: 17.02.2023

Basvuru Linki: <https://jobs.freudenberg.com/Freudenberg/job/details/3207569/>