



**Fascinated**

*by thinking  
ahead*

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. As an innovation company, it sets trends in research-intensive areas. Bayer's products and services are designed to benefit people and improve their quality of life. Optional local country text part local optional country text part optional local country text part local country text part optional country part. At Bayer you have the opportunity to be part of a culture where we value the passion of our employees to innovate and give them the power to change.

## **Marketing Manager (Consumer Healthcare Division)**

### **YOUR TASKS AND RESPONSIBILITIES**

- Responsible for the sales, P&I and profit development of the respective brand within the country group incl. market share development.
- Develop and execute of Brand Plan for country (1 – 2 years horizon) aligned with Category and Brand Strategy. Provides brand directions and work with Trade Marketing team/ Medical Operations in formulating brand activation including in-store sales drivers, HCP activation plan to support sales team in their sales and distribution objectives. Prepare and ensure local alignment of business cases for Innovation pipeline.
- Monitors brand's market performance versus competition. Analyzes current marketing situations and opportunities. Formulates action plans based on market data and consumer insights.
- Ensures achievement of brand financial objectives; management P&I budget allocation; achievement profitability objectives and country forecast accuracy and FVE.
- Coordinates and work with internal business partner: Medical, Regulatory, QA, Supply Chain, LPC, Controlling, to ensure proper execution of brand plans. Ensure compliance with internal policies.
- Work with external business partners (Advertising, Media agencies, Research agencies, Ad Council, Regulatory, etc) to make sure activities are in-strategy and compliant with law and industry regulations.
- Performs other duties required by superior from time to time.

### **WHO YOU ARE**

- Bachelor Degree in business or related background, MBA is preferable
- At least 7 years of experience in sales and marketing field with a minimum of 5 years in brand management as manager, preferably with exposure in OTC or FMCG Industry
- Robust Consumer Activation experience: traditional media, digital/ social media, events, Influencer/KOL management (health care professional, celebrity, blogger).
- English literacy both written & oral
- Advance of marketing & brand management knowledge, ability to lead project consist of cross functional team (project leader)
- Presentation skills both to public, lower level, & higher level
- Ability to analysis/ forecast sales
- Computer literacy: intermediate MS Excel-Words-Outlook, advanced MS Powerpoint
- Creative thinking – out of the box, strong analytical thinking
- Up-to-date with latest trend in marketing & consumer communication
- Adaptive to multicultural environment & tight deadline
- Strong internal personal skills, outspoken & assertive personality

### **Contact us**

**Phone:** +66 2 232 7011

**Email:** hr-thailand@bayer.com

### **HOW TO APPLY**

Interested candidate please submit CV in English format to  
hr-thailand@bayer.com