

EMPLOYER: BASF – The Chemical Company

JOB ID: 1101410

TYPE/DURATION: Full-Time / Permanent

EDUCATION/EXPERIENCE: Bachelor's Degree / 8+ Years

LOCATION: USA – New York, Stony Brook

Marketing Manager, Beauty Care Solutions

JOB DESCRIPTION

RESPONSIBILITIES INCLUDE:

Market Analysis and Data Gathering:

Analyze the customers' brand(s) strategy in order to offer them the most suitable concepts, products and technologies fitting their needs. Gather and share information about the Market through customer sales meetings, market studies, prospective actions, trade shows. Analysis of consumer behaviors may also be required.

Specific Marketing Recommendations for Customers:

In coordination with Sales, the MMNA will analyze specific customer brands and make Marketing positioning and claim recommendations associated with BCS products.

Sales Training for New Product Launches:

When required, the MMNA will train the North American Sales force when BCS launches new product on the Market. Depending on the cases, presentation of new products to customers, to support the Sales force will be also required.

Communication:

In liaison with BCS Global Communication and BASF Corporation Communication, the MMNA will coordinate and/or organize all Communication channels: trade shows, customer seminars, advertisements through magazines or internet. The MMNA may also serve as local liaison with Legal in relation to Regulatory requirements.

Specific Product Development:

In liaison with Global Product Development, Sales and the various R&D sites, the MMNA will support Sales in developing and positioning all Specific Developments (via the BCS's "Specific Offer" under construction). This overall Project Management role will include: technical decisions, claim definition, marketing support to Sales and customers. The MMNA may also directly influence new catalogue products development driven by "North American" requirements (specific skin, habits, regulatory, etc.).

Trends Presentations:

Besides gathering Trends for the region, the MMNA will make Trends presentation to the Market (customers, shows, cosmetic associations, etc.).

Technical Support to Sales:

In liaison with R&D, the MMNA will serve as a technical interface for some of the technical questions related to products from the Market between BCS's R&D and Sales.

Competition Watch:

Competition products, launches, claims, positioning, etc. will be analyzed in coordination with Global Analytical Marketing.

QUALIFICATIONS:

- Bachelors degree in Science (Biology, Chemistry) required
- MBA or business degree would be a plus
- 8+ years experience in technical Sales or in technical Marketing in the Personal Care (preferred), Food, Home Care or Pharmaceutical industries
- Fluent or native English is imperative. Another language (French, German) would be a plus

APPLY:

To apply, use the link given below:

<https://basf.taleo.net/careersection/2/jobdetail.ftl?lang=en&job=117409>