



Our group is one of the worldwide leaders in high luxury skincare. Our products are renowned for their scientific expertise and their unparalleled commitment to quality and perfection. La Prairie stands for a unique combination of advanced science, sumptuous formulas, rare ingredients and attention to the details of luxury. La Prairie Group AG is 100% owned by Beiersdorf AG, Hamburg (Germany) since 1990.

For our Global Marketing Team with seat in Volketswil ZH we are looking for a

Temporary Brand Manager

In the position as temporary Brand Manager (maternity cover), you have ownership of your projects on specific product collections to make them as successful as possible in the market. Your key responsibility is a Go-To-Market action plan (360° packages) and you are a partner to our three Regions.

Responsibilities

- Designs full Go-To-Market launch cycle for various product launches:
 - Proposes innovative launch strategies and builds impactful 360° launch plans
 - Animates/ is the point of reference for the support functions to ensure impact and consistency of the 360 action plans
 - Communicates with the regions on their needs and requirements
 - Develops all support tools/ assets accompanying the launch, with the departments
 - Tracks the status of the launch at every step
 - Leads launch implementation
- Tracks results:
 - Follows the results of the 360 action plan as it unfolds and does a full analysis at the end
 - Does monthly panel data analysis of his/ her category and his/ her collection and launch, and monitors his market share and evolution
 - Provides feedback specific to these launches to all departments and Regions
- Follows the entire life cycle of the assigned collections (make-up and color):
 - Is on top of specific needs for registration
 - Is on top of reformulations
 - Is on top of discontinuations

Qualification Requirements

- More than 5 years working experience in a regional or global marketing function preferably in the luxury beauty industry (experience in make-up/color is a must)
- Great organisational skills; ability to manage multiple projects in cross-functional collaboration
- Proficient English skills, every other language is an asset
- Creative, innovative person with a good sense of business and an entrepreneurial spirit
- Well structured, good analytical skills
- Communicative personality, power of conviction
- Ambitious person and a great team player at the same time

Start date: ASAP

Duration: 6-7 months (maternity cover)

Location: Industriestrasse 8, 8604 Volketswil, ZH, Switzerland

Interested: If you are interested in this exciting position, please send your full application to: Ms. Andrea Fust, application@laprairiegroup.ch, Ref: Temporary Brand Manager

