

Junior Product Manager

About Albea & the Product line that is recruiting

Albéa is a global leader in beauty, personal care, oral care, pharmaceutical and food packaging. Our site, Albéa Lodz Plastics is specialized in Plastic Tubes manufacturing for the Cosmetic Mass Market for global and local Brands.

Scope

Based in Lodz and reporting to the Tubes Marketing Manager, you will be dedicated to the European extruded tube portfolio and the team expert on the beauty, food and industrial markets.

Job summary

Part of the Tubes Marketing Team, you will be responsible for defining and developing the appropriate innovative product portfolio.

Your main activities:

1. Identify and qualify the market needs and trends
2. Be a market specialist on beauty, food and industrial
3. Define the right proposal to achieve growth in the tubes product range Europe
4. Responsible for managing the product mix and implementing the plans in Europe
5. Follow the project and innovation development process
6. Manage product launches
7. Coach and train the sales teams to product portfolio and innovations
8. Based on market analysis, prepare and propose the strategy (marketing plan)

Main activities

- Responsible for identifying and qualifying the market needs and trends
- Be in the market specialist in Beauty, Food and Industrial
- Define the appropriate proposal addressing the market needs and the best growth strategy to achieve profitable growth for the extruded tubes product range
- Responsible for managing the product mix and implementing the plans for the US
- Following the project and innovation development process with the NPD (New Product Development) teams
- Manage launching process : define communication plan for your portfolio, provide the tools and product expertise for the sales teams to be effective and support customer presentations, develop/implement launching plan, do sales presentation, customer visits, ensure feedback and corrective actions when needed.
- Coach and train sales to product portfolio, upcoming innovations
- Based on Market analysis, prepare and propose the strategy for growth in Europe (marketing

plan)

- Define and execute trade shows and visual communication strategy

Accountability including KPIs

Guarantee that sales are increased and maximized in extruded tubes

Guarantee the development of the right products to right profitability

Guarantee Sales team is coached and is familiar with product portfolio.

Guarantee that trends are identified, databases are updated, strategy with figures is set

Guarantee a good knowledge of the specified markets in terms of competition, actors, trends, specificities

Guarantee that Albéa is well-known on the market

Profile (Experience & qualifications)

Experience and education

College education, Engineering or business school back ground.

2/3 year experience in Marketing and a proven track record in a marketing role, or product development position

Experience in the Packaging/Beauty industry is a plus

Knowledge/Technical skills required

Languages: Fluent in English to join an international team and interact with different speakers based in European countries. Good level in French.

Feel comfortable in working in a highly dynamic and multi-cultural environment

Leadership skills

Team players & ability to influence cross functional teams without formal authority

Direct contact with customers. Ability to drive global projects in a leadership style

Expresses passion and interest for the cosmetic packaging market. Creative & energetic and takes initiatives. Strong communications skills & focused oriented

FUNCTION

Sales - Marketing

LOCATION

Lubna

APPLICATION EMAIL ADRESS

jobs.poland@albea-group.com

TYPE OF CONTRACT

Permanent

DESCRIPTION

Responsible for defining and developing the appropriate innovative product portfolio