

Assistant Brand Manager Tooshies

Asaleo Care Pty Ltd AU • Springvale VIC 3171

 Base pay
\$0 - \$0

 Work type
Full Time

 Contract type
Permanent

Skills

MARKETING

CUSTOMER ENGAGEMENT

ECOSYSTEM

PROJECT LEADERSHIP

RETAIL MARKETING

Full job description


- Be rewarded and join a culture that drives performance and accountability
- Work with an established and reputable brand, manufacturing in Australia
- 12 month FTC

About Asaleo Care:

Asaleo Care is a leading personal care and hygiene company that manufactures, markets, distributes and sells a range of essential, everyday products. Our consumer products are sold under the popular household brands of Libra® and TENA® in Australia and New Zealand; Sorbent®, Purex® and Handee® in New Zealand; and Viti®, Orchid®, Softly®, Drypers® and Giggles® in Fiji. Our professional hygiene brands Tork® and TENA® are global leaders, providing cleaning, hygiene and personal care solutions for businesses and workplaces of all sizes.

Listed on the ASX in 2014, Asaleo Care employs more than 600 employees across 14 sites throughout Australia, New Zealand and Fiji. Asaleo Care has a rich heritage, and our brands have been trusted by customers and consumers for more than 60 years. We are passionate about delivering products and services that provide care, comfort and confidence every day.


Job details

 Date posted
20 May 2021

 Expired On
21 Jun 2021

 Category
Marketing & Advertising

 Occupation
Brand Manager

 Base pay
\$0 - \$0

 Contract type
Permanent

 Work type
Full Time

 Job mode
Standard/Business hours

 Work Authorisation
AUSTRALIAN CITIZEN / PERMANENT RESIDENT

About the role:

As the Assistant Brand Manager Tooshies® you will assist the ownership of this brand. This role is a 12 month FTC post the acquisition of TOM's. It is important that the successful person will Implement the marketing and innovation strategy for the TOM brand.

This is a pivotal role in our Marketing organisation to support the future growth of the brand.

The Assistant Brand Manager Tooshies is responsible for supporting the Baby Care portfolio (Retail) which encompasses 2 main product segments in both Australia: Nappies and Wipes.

This role will support in leading, developing and executing both short- and long-term marketing strategies that drive growth in revenue and profit for the Tooshies business. You will support the implementation brand communications and the customer engagement and experience across the digital ecosystem.

The success of this will be through identifying opportunities to improve category and brand performance through utilising consumer and category insights to deliver against unmet needs and core growth drivers.

About you:

In order to be set up for success you will have:

- Great analytical skills, structured thinking, and prioritisation with the ability to plan, manage and track brand performance
- Influencing & communications skills
- Experience of successful project leadership/management and collaboration with key internal functions
- Implement the customer engagement, experience and acquisition strategy for the Tooshie's brand

Ready to apply?

To apply online, please click on the appropriate link below.