

Marketing Product Manager

**“Incredible challenges, limitless potential
and market leading products”**

Nestlé Malta Ltd

Full-time

You are a dynamic experienced marketing professional who possess a mixture of flair for creativity, strong problem solving skills and analytical skills willing to support our Marketing team and share our passion for our brands.

In this role, you will develop and implement the consumer-marketing program to build brand preference for some of Nestlé's leading Brands. Nestlé is the owner and producer of World-renowned Brands such as NESCAFE, NESCAFE DOLCE GUSTO, FITNESS, AQUA PANNA, SAN PELLEGRINO, NESQUIK, BUITONI, MAGGI, KIT KAT, PERUGINA, SMARTIES, LION and MILKYBAR. You will drive all the elements of the marketing mix and will use deep understanding of shoppers/consumers, customers, and competitors insights to develop and execute innovative brand and business strategies.

Key responsibilities

- Develop and implement the marketing program to build brand preference for the assigned Brand in line with Company objectives and strategies;
- Provide analytical monthly updates on product sales performance with proposed actions;
- Review and report on performance indicators;
- Co-ordination with Supply Chain Department in order to have an adequate stock levels;
- Maintain healthy business relationships with all the stakeholders especially with our distributors & marketing agencies;
- Discuss and propose category performance and opportunities with sales and trade marketing colleagues to maximize topline and execute Point-Of-Sale Projects;
- Conduct market researches on existing and new products;
- Identify new opportunities for Product Launches;

Education and experience

- 3-5 years' experience in a marketing role. Experience within FMCG is an Asset;
- Bachelor degree in Marketing or any other equivalent marketing related qualification;
- Strong business acumen with an analytical mindset and a flair for number crunching;
- Excellent negotiation and communication skills in order to lead to successful deal conclusion;
- Ability to work independently while being a team player to achieve common goals;
- Good knowledge and understanding of the local retail consumers, competition and the trade customers and structure;
- Experience in leveraging social media and digital marketing initiatives as a part of a broader integrated campaign is an asset;
- Experience of working with market research data;
- Curiosity and willingness to learn;
- Proactive approach in proposing new ideas and out of the box thinking;
- Strong project management skills;
- Fluent in English, any other language will be considered as a plus.

Nestlé is the world's largest food and beverage company. It is present in 191 countries around the world, and its 328,000 employees are committed to Nestlé's purpose of enhancing quality of life and contributing to a healthier future. Nestlé offers a wide portfolio of products and services for people and their pets throughout their lives. Its more than 2000 brands range from global icons like Nescafé or Nespresso to local favorites. Company performance is driven by purpose, guided by values, enhancing quality of life and contributing to a healthier future.

Nestlé is based in the Swiss town of Vevey where it was founded more than 150 years ago. We offer an attractive and dynamic international working environment with constant opportunities for development, reflecting our conviction that people are our most important asset. Learn more about our Group and reasons to join us on www.nestle.com and send us your application to careers@mt.nestle.com

There's
more to **life**
at Nestlé

