



Good Food, Good Life

Nestlé is the world's largest Food and Beverage Company. To keep us ahead in the ever changing environment, we are constantly driving forward the boundaries of our industry.

Nestlé Adriatic, covering Croatia, Serbia, Montenegro, Macedonia, Bosnia & Herzegovina and Kosovo (with headquarters in Zagreb), is today one of the fastest growing companies in this region.

We offer you the possibility to become a member of our successful team in the position of:

Brand Manager Ice Cream (m/f)

Profile:

- BA in Marketing, Economy or similar field
- At least 3-4 years of experience in FMCG brand management Ice Cream
- Excellent organizational skills
- Strongly results focused
- Strategic thinking
- Dynamic personality
- Excellent computer skills
- Fluent English

Responsibilities:

- Execution of Annual plans and Marketing strategies
- Drive the development of our Brands: responsible for development of Brand plans and strategies, their execution and follow up
- Responsible for part of marketing budget: creation and monitoring of brands' budget
- ATL activities, media campaigns: strategy, planning, budget allocation via media, organizing and control of production of media campaigns (press, TV, radio & outdoor); follow up on campaigns realization and costs.
- BTL activities: participate in defining strategy & planning of indirect marketing activities together with Trade marketing; creation of companies visual identity and development of POP material
- Promotions, sponsorships, presentations and fairs including participation, strategy definition & execution
- Market research: identifying market and consumer tendencies, trends and demands

Position is based in Belgrade and reports to Marketing Manager.
Only short listed candidates will be contacted.

 Application should be submitted in English until March, 14 2010.

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 www.nestle.rs
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