

Brand Activation Partner

Deadline:
02-11-2025

Do you want to work with market-leading beauty brands for the fastest growing Beauty distributor?

Contact person:
Christine Dornhoff Cordsen

We are consolidating our team, and we are therefore looking for a new Brand Activation Partner who will be responsible for strengthening our brands' positions in the physical stores. Are you up for the task?

Job area:
Retail

You will be part of a Nordic Brand team that is responsible for the entire brand image. In cooperation with your colleagues in the commercial and retail teams, you will be the brands' voice locally but also responsible for bringing valuable insight into the local market to the Nordic team to make sure we stay relevant and competitive locally. That covers campaigns, exposure, space, and all aspects of the brands.

Job type:
Full time

Location:
Ryttermarken, 11, 3520, Farum

Key responsibilities

As the link between the Nordic Brand Managers and the local retail team, you are responsible for securing the best visibility for our brands in the physical stores. You will be the expert and go-to-person regarding initiatives in the stores. Furthermore, you will:

- Execute the Pop-up, events area, brands' boot camp & fair together with the Sales Representatives
- Drive in-store visual merchandising improvements together with the Nordic Visual Merchandiser
- Prepare and execute sales meetings with the Retail Manager
- Support the Training team for their road shows, training events & gift send out
- Produce and handle local, physical material for the stores
- Share retail best practice activities with Nordic brand teams
- Monitor competitor activities and share with the Nordic brand responsible
- Participate in preparing stores for all market visits from brand owners
- Send out GWP and samples that are not planned on the regular trade plans
- Represent the brand in the local market and attend/present at meetings when Nordic brand is not participating

Who are you?

With your structured approach and strong relationship building skills, you cultivate solid connections with stakeholders, retailers, and colleagues.

Also:

- You have a bachelor's or master's degree within marketing
- You have 2-3 years' experience from a relevant role
- Know-how of beauty brands and/or FMCG market is preferred
- You are creative, but also organized and structured
- You have a commercial and flexible mind set and enjoy teamwork
- You are fluent in English and one or more of the Nordic languages
- You are an experienced user of Microsoft Office - especially Excel and PowerPoint

What do we offer you?

An exciting and challenging job in a company where passion, relations and results are our values. We have a dedicated and professional team that can further develop your skills and is open for continuous improvements. We can offer competitive terms, a good pension, and favorable benefits. An informal tone in a busy and positive working environment where you can influence your own workday.

We look forward to receiving your application as well as CV etc. We will conduct interviews on an ongoing basis.