

Product Marketing / Technical Marketing (m/f/d) Cosmetics & Personal Care

What you'll be doing...

Marketing & Sales tools

- Creating proactive customer pitches tailored to market needs and Principal strategies.
- Creating compelling business presentations and product positioning materials, including one-pagers, brochures, and data sheets for internal and external stakeholders.
- Developing sales tools, training materials and workshops for internal teams and external partners.

Portfolios & Market

- Analyzing customer and product portfolios to identify and prioritize actions, such as creating product/application matrixes and recovering lost sales.
- Identifying gaps in the current product portfolio and proposing strategic additions or enhancements.
- Evaluating existing products and marketing documentation to uncover areas for improvement in performance, positioning, or market fit.
- Monitoring and understanding market trends, customer needs, customers' & sales team's feedback and the competitive landscape.

Marketing campaigns

- Collaborating with the Head of Personal Care and the Marketing Communications team to develop and execute marketing strategies and promotional campaigns, especially around product launches. Ensuring consistent messaging across all marketing channels, primarily website and LinkedIn.

Product & event innovation

- Contributing to the development of new product and event concepts as well as innovative solutions to target fast-moving market demands.

Principal Management

- Supporting the Head of Personal Care and Marketing & Sales Director on various tasks related to Principal management.

Your background...

Must have...

- Fluent in German and English
- a) 5-10 yrs technical marketing experience in a cosmetic raw material manufacturer or distributor
or
b) 5-10 yrs technical sales experience in a cosmetic raw material manufacturer or distributor with a degree in Cosmetics & Detergent Technology or Life Science or Chemistry
or
c) 5-10 yrs R&D experience in a cosmetic manufacturer

Nice to have...

- Degree in Cosmetics & Detergent Technology, Life Science, Chemistry. Business management also possible if combined with cosmetic raw material experience
- Good ERP knowledge (MS Dynamics)
- Working in commercial environment

- High performance drive and sense of prioritisation, commitment, true team player, perseverance and flexibility
- Communication, presentation and negotiation skills
- Computer literacy (MS Office) especially Excel
- Full European Driving licence

What we offer you...

- Home-office work or based in Wendelstein near Nuremberg
- Competitive salary
- A fast-paced and friendly environment built around ethics, sustainability, expertise and innovation
- A lot of creative freedom to act
- A management which truly cares and will guide you proactively to develop your personal and professional skills
- Individual app-based benefit programme with tax-free benefits such as a fuel voucher, job ticket or gym membership and tax-privileged job bike leasing option
- Career development opportunities incl. 2M Academy program

A bit about us...

Surfachem Deutschland GmbH is a chemical distributor focused in the Personal Care and HI&I industries, based in Wendelstein near Nuremberg. Our customers come to us for our market knowledge and technical expertise, so that they can develop the next generation of consumer products. As part of the 2M Group of Companies with various legal entities across Europe, we work together to get things done. Our vision is to "deliver chemistry for a better life™" while our mission is "to be the most customer-centric marketing and distribution partner for our suppliers and customers". We trust everyone equally and fairly and encourage our people to be truly creative and think outside the box.