

Established in 1924, today Aroma AD is among of the leading Bulgarian manufacturers of cosmetic products in Bulgaria and Europe. In our 100-year journey, the company has developed technological excellence, operational efficiency and sustainability, which allows us to maintain a high level of quality of our services and products.

As a company with century of experience, we believe that our technology and highly qualified employees are the driving mechanism of success that make our brands world leaders.

Aroma Cosmetics walks the path of success together with Aroma AD successfully developing the brands Health, Clean, Aroma, Parodont Active, Astera and many others, for over 10 years.

The main markets in which we operate are Bulgaria, EU countries, Balkan region and the Middle East.

For AROMA Cosmetics' Marketing Dept. we are hiring a

BRAND MANAGER

to develop and execute brand strategies aligned with the Company's commercial goals.

The Responsibilities To Cover Are:

Create and execute brand plan(s) to deliver sustainable growth

Implement marketing and communication calendar-based activities for the responsible brand(s) that build identity and strengthen recognition among targeted consumers in Bulgarian and other supported markets

Collaborate on daily operational level with Aroma AD to adjust or improve according to the market trends or legislation requirements the recent products within brand(s) portfolio and develop new products and/or brands

Analyze and propose portfolio strategies for the brand(s) and potential product development to ensure mid- and long-term profitable growth

Deeply understand brand(s) consumer and buyer behavior, the competition and the categories overall

Evaluate on regular basis brand(s) market performance and propose if needed changes in strategies and tactics to meet the Company's goals and brand(s) KPIs

Monitor and control allocated budgets and ensure maximum ROI

Present to Company's Management and Sales Dept. brand/product projects with analyzes, rationales, market potential evaluation (and P&L)

A Successful Candidate Should Have:

Previous experience as Brand Manager in FMCG or similar business 2+ years;
Degree in Marketing or serious professional qualification in Marketing
Analytical skills ref sales and financial data, market data, consumer research data
Results-oriented mindset
Good communication skills (both verbal and written)
Project management skills
Presentation skills
Proactive approach to work performance – taking the initiative and being persuasive
Ability to work closely with teammates and external partners
English language excellence

We Offer You:

Great opportunity to sustain and grow meaningful and recognized Bulgarian brands in the categories of general care, oral hygiene, hair, face and body care, hair dyes, household products, etc.
Opportunity to develop Bulgarian high quality products and brands from the idea to market realization
Young and ambitious team
Additional social benefits
Attractive work space
Opportunities for learning and personal development.

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