

FERRERO

<https://jobsleworld.com/jobs/brand-manager-job-in-italy-ferrero-careers/>

Brand Manager

Job Location

Italy

Remote work from: GE; USA; AU; NZ; DK; HK; JP; KZ; MY; SG; TW; TH; UZ; VN; AT; BY; BE; FR; DE; GR; NL; RU; ES; CH; UK; GB; DZ; KW; QA; MA; SA; MX; AE; CA; GT; DO

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Base Salary

USD 4,500 - USD 6,500

Qualifications

Bachelor's or Master's degree in Marketing, Business Administration, or a related field

Employment Type

Full-time

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Hiring organization

Ferrero

Date posted

December 28, 2024

Valid through

31.07.2025

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Description

Brand Manager Job in Italy

Ferrero, a global leader in the confectionery industry, is seeking a **Brand Manager** to join its Italy team. This is an exciting opportunity for creative professionals passionate about marketing and brand management to work with iconic products like Nutella, Kinder, and Ferrero Rocher.

Candidates located in Italy are given preference. However, qualified applicants from other countries may also apply and receive visa sponsorship and relocation assistance.

Details of Brand Manager Jobs in Italy

- **Company:** Ferrero
- **Position:** Brand Manager
- **Location:** Alba, Milan, Rome, and other key cities in Italy
- **Qualification:** Bachelor's or Master's degree in Marketing, Business Administration, or a related field
- **Job Type:** Full-Time
- **Experience:** 3-5 years in brand management or marketing
- **Knowledge Required:** Marketing strategies, brand positioning, and consumer insights
- **Age Requirement:** 25 years and above
- **Salary:** €4,500-€6,500 per month

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About the Job

As a Brand Manager at Ferrero, you will be responsible for developing and implementing marketing strategies to enhance the market presence of Ferrero products. The role requires strong analytical skills, creativity, and a deep understanding of consumer behavior to deliver impactful campaigns and drive business growth.

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Key Responsibilities

1. Brand Strategy Development

- Define and execute marketing strategies aligned with Ferrero's objectives.
- Analyze market trends to identify growth opportunities for assigned brands.

2. Campaign Management

- Plan and execute advertising campaigns across multiple channels.
- Collaborate with creative teams to develop engaging promotional materials.

3. Market Research

- Conduct market research to understand consumer behavior and preferences.
- Use insights to refine brand positioning and messaging.

4. Performance Analysis

- Monitor brand performance using key metrics such as market share and sales.
- Prepare reports and present recommendations to senior management.

5. Cross-Functional Collaboration

- Work closely with sales, product development, and supply chain teams to ensure campaign success.
- Coordinate with external agencies for media buying and content creation.

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Requirements

Education

- Bachelor's or Master's degree in Marketing, Business Administration, or a related field.

Experience

- 3–5 years of experience in brand management, marketing, or advertising.
- Prior experience in the FMCG industry is highly preferred.

Skills

- Strong analytical and strategic thinking skills.

- Excellent communication and interpersonal abilities.
- Proficiency in digital marketing tools and analytics platforms.
- Creativity and innovation in developing marketing campaigns.

Language Proficiency

- Fluency in English and Italian is mandatory.

Age Requirement

- Candidates must be at least 25 years old.

Benefits

Ferrero offers an attractive benefits package to ensure employee satisfaction and career growth:

- **Salary:** Competitive monthly pay between €4,500–€6,500, with performance-based bonuses.
- **Visa Sponsorship:** Available for eligible international applicants.
- **Health Insurance:** Comprehensive medical, dental, and vision coverage.
- **Paid Leave:** Generous vacation, sick leave, and parental leave policies.
- **Professional Development:** Access to training programs, certifications, and career advancement opportunities.
- **Relocation Support:** Assistance with housing, travel, and settling into Italy for international candidates.
- **Perks:** Employee discounts on Ferrero products, exclusive access to events, and wellness programs.

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How to Apply

To apply for the Brand Manager position at Ferrero:

1. Visit the official Ferrero careers website and search for the Brand Manager job listing in Italy.
2. Prepare your application, which should include:
 - An updated resume highlighting your experience in brand management and marketing
 - A cover letter explaining your passion for the role and how your skills align with Ferrero's mission
 - Any certifications or accolades related to marketing or brand strategy

Submit your application through the official website. Ensure you tailor your resume and cover letter to emphasize your experience in managing successful brands and driving business results.

In Summary

- **Position Name:** Brand Manager
- **Company:** Ferrero
- **Location:** Alba, Milan, Rome, and other major cities in Italy
- **Qualification:** Bachelor's or Master's degree in Marketing or related fields

- **Job Type:** Full-Time
- **Experience:** 3–5 years in marketing or brand management
- **Knowledge Required:** Marketing strategies, digital tools, and market research
- **Age Requirement:** 25 years and above
- **Salary:** €4,500–€6,500 per month

Locations: Opportunities are available in key Italian cities, including Alba, Milan, and Rome.

Join Ferrero and contribute to the success of world-famous brands while working in a collaborative and innovative environment. Apply today to take your marketing career to the next level!

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