



Università
Ca' Foscari
Venezia



!ei

Industria e Servizi
MeetUp
with...



Martedì 12 aprile 2022 ore 10.30 - 12.00

APPUNTAMENTO ONLINE

Partecipa al **webinar di Henkel** e **invia il tuo CV** per le posizioni di stage come **Brand Manager Assistant, Business Analyst, National Account Manager Assistant** e in **Trade Marketing**.

Scopri maggiori dettagli da pag. 2 del volantino.

A CHI SI RIVOLGE

Studenti, studentesse, laureandi, laureande, neolaureati e neolaureate magistrali di Area Economica

PROGRAMMA DEL WEBINAR

- Presentazione aziendale di Henkel
- Presentazione delle sue iniziative e progetti in ambito Diversity & Inclusion con l'intervista di Elena Sarosiek: Head of Category Management & Net Revenue Management – Beauty Care Retail a cura del **Progetto LEI**
- Q&A session

MODALITÀ DI PARTECIPAZIONE

1. Vai su www.unive.it/presentazioniaziendali > Henkel – Virtual Edition / 12 aprile e segui il link al Google Form per **inviare il tuo CV entro il 29 marzo**.
2. Se sarai selezionato dall'azienda, verrai contattato per un colloquio individuale



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Durante l'incontro Henkel presenterà le sue iniziative e progetti in ambito Diversity & Inclusion e la sua partecipazione nel Lab ELLE all'interno del Progetto LEI. Seguirà l'intervista di Elena Sarosiek, Head of Category Management & Net Revenue Management – Beauty Care Retail, che ci racconterà del suo percorso di carriera, di cosa Henkel fa per la crescita ed empowerment delle persone e del progetto *Schwarzkopf HEADS – La Libertà Inizia Dalla Testa* a sostegno dell'imprenditoria femminile.

Il progetto **LEI - Leadership, Energia, Imprenditorialità** è l'iniziativa promossa dall'Università Ca' Foscari Venezia per favorire l'occupabilità delle giovani donne e rafforzare il **ruolo sociale ed economico delle donne nel mondo del lavoro**.

POSIZIONI DI STAGE APERTE

Brand manager assistant

Your role

- Responsibility for analyzing and monitoring brand performances (e.g. Sell-In and Sell-Out) and KPIs
- Support the implementation of brand promotion activities, local market programs and communication campaigns
- Close cooperation with internal partners and international marketing team for project development
- Provides overall marketing support to marketing and sales teams
- Opportunity to manage relationships with agencies and external research institutes

Your skills

- Undergraduate/Graduate with Master Degree Degree in Marketing/ Economics /Management
- Excellent knowledge of English, Italian is mandatory
- Proficient command of MS Office is required, especially Excel and PowerPoint
- Very strong analytical skills and high attention to details
- Curious, passionate, proactive and goal-oriented team player
- Excellent communication, collaboration and organizational skills
- Preferably previous experience in FMCG
- Highly motivated fast learner available for a period of 6 months (at least)

Business Analyst

Your role

The position involves a wide variety of duties and responsibilities with the aim to provide wide support to the business and in particular Sales & Marketing.

Your task

- Run reporting activities and ensure integrity and completeness of the data reported
- Develop and automatize new analytic toolbox and reports
- Support Sales and Marketing teams with specific analysis
- Monitor Sales Incentives and assist sales management team in the development of projects to steer the execution of the commercial strategy
- Support Net Revenue Management local team in pricing analytics to provide guidance and pricing recommendations



- Drive tool and insights to support local teams in trade allocation across channels/customers and to develop promo guidelines based on effectiveness

Your skills

- Graduate/Master in Economy
- Excellent knowledge of English and Italian is necessary
- Strong analytical mind and conceptual thinking: candidate must be very keen on numbers
- Solid knowledge of MS Office, in particular Excel (knowledge of pivot tables and macros is required). Access not required but welcomed. Power BI, Power Pivot or Tableau is a plus.
- Open to change and innovation
- Inclination to learn and to develop new systems and methods to improve the performance of the department
- Initiative and high energy level
- Curious, self-driven, proactive and goal-oriented team player with excellent collaboration and organizational skills

National account manager assistant

Your role

- Define and implement promotional and assortment strategies on assigned customers.
- Conduct regular analysis on competition assortment and promotions
- Build and maintain strong relationships with customers
- Liaise with Sales, Marketing and other business support departments to set and implement strategies and actions on customers
- Develop special projects to further develop business with customers.
- Learn from the sales team and contribute to growth of it
- Conduct regular analysis and monitoring activities on Sales volume, Profitability and Sell out results (trends, market shares, etc.)

Your skills

- Excellent graduate/Master degree in Economics or Business Administration
- Excellent knowledge of English and Italian language is necessary
- Very good command of MS Office is required (especially Excel and Power Point)
- Entrepreneur with a commercial attitude and analytical power
- Work with spirit of enthusiasm, teamwork, cooperation
- Demonstrated ability to multitask and prioritize



Trade marketing

Your role

- Support the line managers in Trade Marketing for our Sales channels
- Defining promo plan
- Preparing CANVASS/POP material
- Supporting Sales team in their daily activities
- Maintaining strong contacts with our external partners (PR agency, promotion and advertising agencies) to develop ad hoc material and trade marketing activities.
- Analysis and evaluation of the market data and competitor monitoring

Your skills

- Undergraduate/Graduate with Master's Degree or I/II level Master in Marketing /Economics / Management
- Fluency in English is requested, Italian is mandatory
- Very good knowledge of Excel, PowerPoint and Word
- Excellent analytical skills and mindset
- Great energy, proactivity and determination
- Good interpersonal & communication skills, positive attitude
- Previous experience in Marketing/Trade Marketing roles is a plus (but not mandatory)

PROFILO RICERCATO

Per potersi candidare alle varie posizioni i requisiti richiesti sono:

- Voto di laurea > 100/110
- Et : massimo 28 anni