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.

www.unive.it/presentazioniaziendali
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.

**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 automate 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)

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**PROFILO RICERCATO**

Per potersi candidare alle varie posizioni i requisiti richiesti sono:
- Voto di laurea > 100/110
- Età: massimo 28 anni