



*Be an  
inspiration.  
Be Bayer*

At Bayer we're visionaries, driven to solve the world's toughest challenges and striving for a world where 'Health for all, Hunger for none' is no longer a dream, but a real possibility. We're doing it with energy, curiosity, and sheer dedication, always learning from unique perspectives of those around us, expanding our thinking, growing our capabilities, and redefining 'impossible'. There are so many reasons to join us. But if you're hungry to build a varied and meaningful career in a community of brilliant and diverse minds to make a real difference, there's only one choice.

## Branding & Campaign Activation Specialist WCA (JO-2404-980)

### Role purpose

- // Responsible for the execution of tactical marketing plans in country, including campaign management, marketing programs, marketing communication and promotional activities
- // Provide support to effectively execute on campaign plans based on go to market strategies by ensuring that brands are presented consistently and campaigns, launches and events are delivered to deadline
- // Ensure that demand generation events are consistent with purpose outlined in strategy
- // Taking care of general administrative processes required for effective campaign execution
- // Implementation of approved product brand guidelines in communication, packaging, collateral etc. across WCA

### Key responsibilities and tasks

- // Translate campaign plans based on Go To Market strategies into customer focused, promotional and communication tactics
- // Plan and support the execution of promotional campaigns, launches and trade events (Growers Meetings, Field Days, Demo days etc.) to facilitate their success

- // Develop or direct the production of locally relevant literature, promotional materials, advertising and sponsorship campaigns to enhance the launch of new products, the growth of existing ones and launch integrated solutions
- // Prepare and develop contents for brochures, displays and posters for sales activities, tradeshow, events and other external appearances of the organization
- // Coordination with designers, agencies, media, contractors and printers of marketing literature to augment the company's presence in the market by coordinating the production of a wide range of marketing communications, media campaigns and following up on timely preparation and delivery of the materials and campaign activities
- // Assist in monitoring active marketing programs and developing ways to improve those campaigns
- // Plan and manage marketing material and collateral to support field marketing activities
- // Working cross functionally/departments to execute successfully on campaign plans
- // Collaboration with the compliance department to comply with compliance policies that touch on marketing activities and events
- // Maintain liaison with external and internal suppliers commissioning and delivering all marketing material
- // Develop and implement communication strategies to strengthen customer centricity through digital marketing and social media, while ensuring compliance with corporate standards/guidelines
- // Oversee development and effective utilisation of brand website(s) and eMarketing tactics as required

## Experience, Skills and Qualifications

### Key Working Relations:

#### Internal

- // Go to Market Strategy Manager
- // Campaign, Digital Activation and Branding Managers
- // Customer Marketing Teams: Customer Engagement, Business intelligence, Smallholder Strategy
- // Regulatory Science, Market Development and Field Solutions
- // Finance Business Partner, Procurement, Legal
- // WCA Commercial Sales Team
- // External Stakeholders: Farmers, Channel and Business Partners and Agencies

#### External

- // Farmers
- // Channel and Business
- // Partners and Agencies

- // Minimum 3 years' experience in Marketing, Advertising, sales or publicity coordination, event management, marketing communication and office administration
- // Tertiary qualifications in Marketing, Brand Management, Business or related fields
- // Experience in working with marketing campaigns, preferably digitally based
- // Agricultural background, experience in the seed, crop protection and/or biotechnology industry is preferred
- // Good Microsoft Office skills (Excel / Power Point / Word) a prerequisite
- // Highly motivated, creative, dynamic and well organized
- // Excellent communication and presentation skills. Fluent in English, oral and written, is required
- // Customer and market oriented
- // Ability to prioritize multiple tasks with associated deadlines for deliverable results
- // Proven ability to influence effectively in a matrix organization and works well in teams
- // Budget/resource allocation and management experience
- // Ability to work well across both commercial and smallholder farmer markets

### Be part of something bigger:

Link to apply: [Bayer Careers](#)

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**Advertising Period:**  
12 April – 25 April 2024

**Position grade:**  
VS 1.1

**Employment type:**  
Permanent

**Location:**  
Abidjan / Port-Bouët Aéroport, Côte d'Ivoire

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////////// Science for a **better Life**

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