**JOB DESCRIPTION**

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| Job title: | Segment/ Product Manager, Danisco Animal Nutrition |
| Position located at site, country: | Leiden, Netherlands or Wilmington, DE |
| Reports to | Global Marketing Leader – Animal Nutrition |
| Travel activity (yes/no):  | Yes (30%) |
| Date: | May 2017 |

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| **BASIC PURPOSE** |

Develop and implement the segment strategy in order to drive organic business growth and maximize profit. This is an integrative role and requires broad alignment and buy-in throughout the organization in order to achieve this objective.

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| **KEY RESPONSIBILITIES & TASKS**  |

* Define the mission, goals, business strategies and metrics for the business segment and each sub-segment.
	+ Prepare the annual segment strategy.
	+ Ensure cross-functional input and contribution from functions including sales, application development, R&D, supply, finance and other GIT functions. As necessary, liaise with IB functions such as communications and external affairs, as well as external bodies and industry associations.
	+ Capture customer insights, identify and monitor key market trends
	+ Guide strategic choices, segmentation, targeting, and positioning.
	+ Provide input for the portfolio pipeline, including opportunity assessment needs.
* Create clear and compelling value propositions for the targeted segments.
	+ Create strong supporting material for the value propositions together with technical marketing and innovation teams.
	+ Define positioning for the products within the portfolio and develop the product-specific value propositions.
* Implement the business segment strategy across the Animal Nutrition business.
	+ Create an annual execution plan.
	+ Provide input for budget requirements in cooperation with other functions and the regional sales organizations
	+ Execute key strategic initiatives and/or lead teams to accomplish these.
	+ Define pricing and tactics in close cooperation with regions and RILs.
	+ Contribute to defining the product pipeline for the business segment, ensuring sufficient market and cross-functional input.
	+ Work with QA/QC to manage the product lifecycle, from product definition to retirement.
	+ Provide guidance and support to Marketing Communications Lead to develop and implement the market communications plan to support the segment strategy. Ensure that regional messaging is in line with the global strategy.
	+ Monitor performance of the business segment. Regularly follow up with the regional sales organizations, customers and external stakeholders to make sure the strategy is on track. Make changes as necessary.
* Lead key initiatives, launches and selected projects within the business segment.
	+ Develop product launch strategies: in cooperation with the Regional Industry leads, provide adequate timelines for market launch preparation and implementation and ensure consistency with overall marketing strategy.
	+ Co-develop sales collaterals and training materials with technical marketing.
	+ Train the organization on new products including the oversight of: technical reports, sales presentations, Brainshark trainings, etc.
* Lead New Product Development Projects via DuPont’s Stage Gate process.
	+ define priorities within the segment
	+ Manage project teams through collaboration with key colleagues in R&D, Technical Marketing, Operations, Regulatory, and Marketing and Sales.
	+ define NPD project objectives
	+ define non R&D project resource needs
	+ agree project R&D deliverables
	+ develop necessary product documentation
	+ develop project Opportunity/Risk assessments and Net Present Values
	+ advise Senior Management of progress versus objectives (esp. at stage gates, and via monthly report cycle)
* Assist Global Marketing Lead with other specific projects, or analysis as needed

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| **PROFESSIONAL COMPETENCIES** |

* Minimum 5 years strategic marketing / product management experience in the Animal Nutrition or related industry
* University degree and MBA is desirable. Bioscience related degree would be beneficial, but not essential.
* Fluent in English both oral and written. Other languages would be beneficial, but not essential.

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| **PERSONAL COMPETENCIES** |

* Strong leadership of Project teams
* Excellent cross-functional communication & relationship building
* Excellent at strategic marketing – customer needs, competitive and market intelligence
* Methodical, analytical, systematic approach
* Creative, yet acute commercial acumen
* Ability to multi task with good prioritisation
* Attention to detail
* Clear presentation and report writing skills
* Tenacious and positive

Other requirements:

* Willing to travel in order to understand specific market needs and build necessary network