



Bayer CropScience Pty Ltd
ABN 87 000 226 022
Environmental Science
Level 1, 8 Redfern Road
Hawthorn East Vic 3123
Australia
Tel. +61 3 9248 6888
es.bayer.com.au

News Release

Digital and Brand Marketing Lead - Melbourne

Melbourne, March 2022

- **Hawthorn East office with a move to Box Hill in June**
- **Opportunity to develop and execute marketing plans and implement digital marketing**
- **Competitive salary + 10.5% Superannuation + short term incentive**

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. 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.

For over 150 years, Bayer has been delivering on its mission of Science For A Better Life. It's more than just a saying – it's a philosophy we bring to life every day. Whether it's keeping your house pest free, keeping highways and railways safer or ensuring healthy outdoor green spaces, we help our customers foster healthy environments where people live, work and play.

Where do you want to go?

Make a strategic impact, by developing and executing marketing strategies through traditional and digital platforms for our top brands in Turf, Pest, Termite and Vegetation.

Reporting into the GM, you will collaborate with our technical sales team to design and execute targeted marketing campaigns across all portfolios to directly drive sales and market share.

Do something that moves you

- Review, develop and execute the brand strategy for each brand
- Be accountable for delivering full brand portfolio life cycles
- Develop a deep understanding of each market segment and product positioning
- Review current digital assets/platforms and implement changes to deliver a digital uplift

- Review the current CRM platform; customer segmentation, reports and usage to provide recommendations for full utilization
- Liaise with an external agency on EDM management and performance
- Monitor, review and report on key financials

Does this sound like you?

- You will have experience in a similar role, but we are open to marketing experience from a wide variety of industry backgrounds
- Tertiary qualifications or equivalent in Marketing, Social media marketing or Product brand marketing
- Interest in the general environmental science/agriculture industry
- Proven brand strategy development skills
- Proficient at analyzing data, to provide insights and recommendations
- Superior interpersonal and communication skills to foster collaborative relationships
- Exceptional organizational and prioritisation skills

Be You @ Bayer

We are committed to creating a culture where people can be their best, in an environment that values inclusion, diversity and flexibility. At Bayer everyone belongs, regardless of race, colour, ancestry, religion, national origin, citizenship, sexual orientation, age, marital status, disability, or gender identity. We encourage Aboriginal and Torres Strait Islander people to apply. We also welcome applicants with diverse educational backgrounds, professional knowledge, personality types, thinking styles and life experiences. If you have a disability or special need that requires accommodation, please let us know.

Be part of something bigger

At Bayer we support your career. Ready to join our team? [Click Apply](#). For more information about this role and the innovative suite of benefits on offer, get in contact with our Talent Acquisition Team via jobs.anz@bayer.com . We look forward to hearing from you.

Recruitment agencies please note that this position will be managed via our in-house Talent Acquisition Team. Bayer does not accept any unsolicited resumes.

Forward-Looking Statements

This release may contain forward-looking statements based on current assumptions and forecasts made by Bayer management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports which are available on the Bayer website at www.bayer.com. The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.