

HealthCare[®] Europe

HealthCare Europe j.s.c. was established in 2012 in Novi Sad as a Joint Venture of Danish EverRest and Chinese Healthcare Co. Ltd

At Healthcare Europe, we believe the world will be a better place if people sleep better! Our Mission is to deliver the highest quality memory-foam mattresses, toppers, pillows and accessories at the best prices available in the market.

*By making quality memory-foam products affordable, we are making the world a better place, one **sweet dream** at a time.*

Healthcare Europe is offering a new position in Sales Department:

Category Manager

Position Summary:

Product category managers research and analyze industry consumer data to develop a variety of product types from sleep category (such as mattress, pillow, mattress-topper and accessories). During this process, they take into consideration a variety of factors, including consumer needs, profitability and market competition. Product category managers also collaborate with research and development, sales representatives, advertising personnel and production to create detailed products and marketing plans.

Principal Duties and Responsibilities:

- Existing product line development
- Develop and execute category plans
- Market research and analysis
- New product development (Idea generation, Idea screening, Concept development – to find out the best valued attributes by consumers)
- Commercialization: When? (Timing), Where? (Which geographical markets), To whom? (Target markets), How? (Introductory Marketing strategy)
- Product Hierarchy development
- Assisting in Brand strategy: Line extension, Brand extension, Multiband, Co-brands
- Brand/product visual identity – with support of internal or external creative agency
- Make changes to the product line to increase profit margin
- Implement monthly promotional strategies to achieve sales goals
- Stay updated on industry trends and market competitions
- Assist in the development of annual marketing plans and product positioning strategies
- Responsibility for development and execution of marketing/launch plans for specific product lines
- Provide guidance and execute Sales Training materials such as sales sheets, product reviews, sales scripts and customer service support
- Provide forecasts for and ensure adequate inventories of all course materials
- Ensure timely and accurate delivery of all projects

Knowledge, Skills and Abilities Required:

- Minimum 1-year relevant work experience in category management, marketing, marketing/sales or brand/product marketing management
- Strong project management skills
- Instinctive feeling about future product concepts
- Good analytical skills
- Good listening skills, able to respond to results and consumer research
- Excellent product marketing skills including the ability to create marketing plans, develop product positioning, provide business and competitive analysis
- Excellent communication skills, both verbally and in writing
- Able to work well with a wide range of people from different parts of the business
- Able to inspire others
- Able to manage different projects at the same time
- Organized and methodical
- Able to work well under pressure
- Good presentation skills
- Strong negotiating and interpersonal skills

Education Required:

- Bachelor's Degree in Business or Marketing

We are offering:

- Working in an international Company
- Motivating environment
- Possibility to learn and gain new experience
- Motivating remuneration package
- Career opportunities

Location: Ruma

Contact: