

# INNOVATION MANAGER MARKETING

*Posted on 30 november, 2022*

**Company Name** Swedish Match

**Location** Gothenburg (preferred)

## **Job Description**

*Are you an experienced marketer with a passion and strong track record in conceptualizing ideas to new consumer products? Do you like to develop innovation strategies, innovation plans and manage marketing and commercial aspects of innovations projects?*

*Then this role as Innovation Manager Marketing at Swedish Match could be right for you.*

*Welcome with your application!*

The Innovation Manager Marketing is pivotal in the Innovation Center team responsible for supporting the future competitiveness and success of the Nicotine Pouch portfolio in the EU, Middle East and Asia. You will have a strong visibility to a wide variety of internal and external stakeholders including Business Units, Product & Technology development, Supply Chain as well as the senior leadership team. This is a role where you will spearhead innovation projects from concept to launch.

You will be reporting to Director Innovations, Nicotine Pouches Brands, such as ZYN and Volt. You will lead and manage the commercial parts of new product development that drive growth in revenue as well as profit.

The role is preferably based in Gothenburg. Oslo and Stockholm are also possible.

## **As an Innovation Manager Marketing you will**

- Contribute to the development of as well as implement the Innovation strategy and plan that delivers on our business objectives
- Lead the marketing/commercial parts and teams of Innovation projects through the innovation stage gates, i.e. from consumer insight to launch and post-launch follow-up, with the ability to manage risks
- Identify commercially strong innovation opportunities to fuel the innovation pipeline and build the brand in accordance with brand strategies and architecture
- Develop commercially strong innovation concepts including claims

## **Qualifications**

- We believe you have great experience from a commercialization role or brand management / marketing with focus on new product development experience, preferably FMCG and in a multinational environment
- A university degree or equivalent, with majors in marketing/economics/business administration
- Balance of creativity and commercialization, meeting unmet consumer needs with knowledge of how to capitalize on opportunities
- Strategic and analytical mindset that goes naturally from words to deed
- Diverse stakeholder management that can influence at all levels in our organization
- Fluency in the English language and is comfortable communicating in Swedish, in speech and in writing

To be successful in your role, you would like to take on a new position in a newly created organization and you want to play a pivotal role in the future success of the Nicotine pouch portfolio. It is important that you have a strong drive and excellent project management skills with proven ability to drive teamwork in complex, cross-functional projects and organizations. You also have demonstrable strengths in the following 6P marketing competencies: positioning, product, pack, price, promotion and place.

### **What can we offer you?**

At Swedish Match, you have the opportunity to be part of a well-established, international and innovative company with high-quality products and well-known brands. You would be joining a highly passionate and engaged team with an open-minded atmosphere. At Swedish Match, we are convinced that a diverse workforce is positive for our business. Our continued goal is therefore to be an open and inclusive employer. In this environment, all employees have equal opportunities to reach their full potential. Swedish Match offers a hybrid working place and you will be able to work from home up to two days a week.

Swedish Match want to maximize the enjoyment of our products by minimizing the climate footprint. That's why we call our sustainability strategy minimize + - maximise. We are confident that our consumers can enjoy our products even more when they know that the content of each product is sustainably produced, delivered, and packaged.

### **Join Swedish Match in our vision to create a World Without Cigarettes**

Cigarette smoking shortens the life of just over 6 million people annually. By outperforming the deadly cigarette with attractive and far less harmful products that attract smokers, we can create a better world.

## About Innovation Center

The IC is a new organization from the 1st of March this year. It is the result of a merge between the previous Central Marketing function and R&D. The overarching role and objective for the Innovation Centre is to develop strong brands and deliver superior consumer value through insight-driven, competitive innovations that support sustainable and profitable growth. By gathering certain functions under one roof, we believe we create the best prerequisites to achieve that.

In IC you will find three innovations teams (Snus, Nicotine Pouches and Next Generation), Product Management, Product & Technology Development, Brand & Insights, Patent and Innovation New Markets.

## Your application

If you have questions regarding Swedish Match or this open position, please contact our recruitment partner at Moveup Consulting AB, Tom Bergqvist at [tom.bergqvist@moveup.se](mailto:tom.bergqvist@moveup.se) or 0733 – 87 27 22. We are looking forward to having your application, CV and cover letter, sent to [tom.bergqvist@moveup.se](mailto:tom.bergqvist@moveup.se)

As part of this recruitment the final candidate will undergo a background check.

*By submitting your application, you also consent to us storing your personal data, including CV & cover letter and the right to share this information with third parties (our client). You can revoke the consent whenever you want.*

## Om företag

**Swedish Match** develops, manufactures, and sells quality products under market-leading brands in the product segments Smoke-free products, Cigars, and Lighting products. We are located in 11 countries with a total of 6733 employees.

*The largest product segment is Non-smoking products which include nicotine pouches, snus, moist snuff and chewing tobacco with well-known brands like General, Göteborgs Rapé, One, XR, Ettan, ZYN, Volt and many more. With the vision of a world without cigarettes, the Group strives to contribute to improved public health by offering attractive alternatives to cigarettes with its smoke-free products.*

*Swedish Match promotes a culture where our employees are actively involved and operate based on the company's core values - **passion, ownership, innovation and quality**. These values are constantly present in our daily work and guide us to perform as a winning team. [www.swedishmatch.se](http://www.swedishmatch.se)*

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