The Brand Activation Manager acts as the commercial and strategic brand owner for an assigned product category across European markets. This dynamic role perfectly blends traditional FMCG brand management with advanced performance marketing and digital activation. You will run full-funnel campaigns across paid, owned, and earned channels to drive conversion and manage a consistent content pipeline.

Brand Activation Manager

Nr ref.: 150/7/2026/PD/269480/jobs.pl Warszawa (mazowieckie)

What you can expect from us?

- Fully own and drive the strategic growth of a dedicated product category across multiple European markets.
- Lead consumer-facing elements of New Product Developments (NPD), directly shaping naming, positioning, and packaging.
- Build your leadership skills by directly managing and mentoring an internal AI Content Intern.
- Work with aggressive budgets to embed cutting-edge AI tools and social commerce strategies into daily content workflows.
- Join an established, global FMCG organization on a secure, long-term permanent contract (Umowa o pracę) with competitive benefits

Employment agency entry number 47

this job offer is intended for people over 18 years of age

What will your tasks involve?

- Own and develop the brand and trade marketing strategies for your category, tracking brand health KPIs and analyzing market trends and consumer insights.
- Plan and execute digital marketing campaigns from top-of-funnel awareness to bottom-of-funnel conversion. Manage paid media activations across Meta, TikTok, and YouTube with clear ROAS, CVR, and CPL targets.
- Lead the social commerce content strategy, briefing creators and influencers . Manage a dedicated AI Content Intern to produce high-volume, brand-compliant digital assets at scale.
- Partner with the E-Commerce team to supply conversion-optimized brand assets, including Amazon A++ content and PDP elements.
- Lead consumer-facing elements of New Product Developments, including positioning, naming, packaging briefs, and launch campaigns. Coordinate integrated marketing campaigns (ATL, BTL, trade, and digital) across agency partners.

What we expect from you?

- Bachelor’s degree required; an MBA or postgraduate marketing degree is highly preferred.
- 5–7 years of brand or marketing management experience within FMCG or consumer goods. Direct experience in personal care, skin care , pharma OTC, or health & beauty categories is essential.

- Proven, hands-on experience running full-funnel performance campaigns and paid social ads (Meta, TikTok, YouTube)-not just high-level oversight.
- Experience with Amazon A++ content guidelines and familiarity with utilizing AI content workflows to increase production velocity.
- Strong capability in tracking marketing budgets, analyzing sell-through data, and executing multi-market cross-functional programs.