

GO TO MARKET (SALES AND MARKETING)

Unilever's Marketers are impactful Entrepreneurs in sustainable marketing and are increasingly focused on driving performance through brands with purpose; brands which provide a positive change to people and to society. We want to reach more people in more places more often with product truth; enabling and empowering people to achieve great things for themselves, for our business, and for the world.

Three Ways You'll Learn With Us

- Through formal learning: with in-house training
- Through experience: with hands-on project work
- Through people: work with experts in their fields and benefit from a buddy system

The Marketing Experience You'll Get On The Unilever Future Leaders Programme

BRAND BUILDING

Learn to translate exciting brand visions into local market contexts. Manage integrated brand experiences across channels.

BRAND DEVELOPMENT

Create compelling brand visions and develop plans across the full marketing mix. Includes brand communication and innovation.

CUSTOMER DEVELOPMENT

Exposure to this key function is required as Marketing and CD professionals work closely together in critical business areas.

CUSTOMER MARKETING

Create integrated brand/category solutions and activities. Think strategically about pricing, promotion, merchandising and growth. Learn Trade category management - launch and promote our brands in different retail channels.

CROSS-FUNCTIONAL EXPOSURE

Short exposure in other departments to understand the inter-dependencies Marketing has with these functions.

INTERNATIONAL STINT

International exposure to understand other markets, cultures and best practices.