

Marketing Manager – consumer chemicals

The Marketing Manager develops and delivers marketing strategies and targets by product line, area, and application. The role defines the company's sales objectives, including volume and pricing goals, and oversees all communication and promotional activities. Beyond these core responsibilities, today's Marketing Manager also needs scientific literacy to collaborate effectively with R&D teams, meet environmental standards, and ensure compliance with EU regulations such as the Green Claims Directive, the Ecodesign for Sustainable Products Regulation (ESPR), and the Circular Economy Act. Emerging skill profiles increasingly combine sustainability knowledge—such as sustainable marketing and environmental impact assessment—with digital competencies, including data analytics and cybersecurity awareness. As a result, the Marketing Manager in the evolving market landscape leverages sustainability and digital intelligence to shape market opportunities and guide the development of products and services that remain competitive and compliant.

<ESCO Mapping> - <link to ESCO (European Skills, Competences, Qualifications and Occupations)>

ID	NAME	Concept URI
1221.3.2	Marketing Manager	URI (http://data.europa.eu/esco/occupation/6fcf4638-e7c7-4978-9302-9a7b63a3d57c)

Context

EQF Levels	7
Departments	Marketing Sales
Profile Sectors	The consumer chemicals sector encompasses cosmetic, detergent (household and personal care), paints/varnish and adhesive for consumers.

Green Competences

Name	Type	Description	Level	ESCO
Assess environmental impact	Skill	- To monitor and to use techniques for assessing the environmental compatibility of specific products/projects while taking costs into account.	2	Adapted from ESCO: http://data.europa.eu/esco/skill/e541c69c-ea80-4

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

				b17-87cb-4001d0b9d303
renewable energies	Knowledge	- The different types of energy sources derived from renewable sources which cannot be depleted.	2	Adapted from ESCO: http://data.europa.eu/esc/o/skill/f8413360-6114-40de-a276-c59b764b9913
waste management	Knowledge	- Methods, materials and regulations used to minimize, handle, and properly dispose of waste generated by products, services, or operations.	2	Taken from ESCO: http://data.europa.eu/esc/o/skill/40f65a56-ccbe-4601-9f32-1cc6cdd24f28
sustainable marketing	Knowledge	- The strategies and practices that involve using ecologically sustainable techniques in the design, production and distribution of products and services, reducing the negative impact on the environment (for example: paperless marketing).	3	Complement ed from ESCO: http://data.europa.eu/esc/o/skill/d3e585e9-3a73-4511-b533-90f095e5aa09

Digital Competences

Name	Type	Description	Level	ESCO
Data analytics	Knowledge	- The science of analysing and applying mathematical, statistical and logical functions for the manipulation, organisation, cleaning, presentation of data in different forms and their evaluation to derive useful indications to support the decisions to be made. It includes knowledge of techniques using algorithms that derive insights or trends from that data to support decision-making processes (<i>i.e.</i> , sustainable evidence-based marketing decisions).	3	Adapted from ESCO: http://data.europa.eu/esc/o/skill/97bd1c21-66b2-4b7e-ad0f-e3cda590e378
External digital communication	Skill	- Ability to use communication digitalisation techniques towards customers and stakeholders, such as partners, media, and the public, for building brand reputation, increasing visibility, and fostering trust through consistent, engaging, and purposeful digital messaging.	3	Complement ed from ESCO: http://data.europa.eu/esc/o/skill/a12057b4-6d11-4a12-ab8e-15a028ef0a6d and

				http://data.europa.eu/esc/skill/477173ca-5fc2-406b-9122-95d92811f284
Internal digital communication	Skill	- Ability to use digital tools and platforms, such as chat, video conferencing tools, email management systems, to facilitate effective information flow, collaboration, and engagement between users, and for managing activities such as assigning tasks, monitoring progress and optimisation of the workflow.	2	Complemented from ESCO: http://data.europa.eu/esc/skill/656b2dab-4ace-4afa-bad4-d9ddef577e2b also http://data.europa.eu/esc/skill/a12057b4-6d11-4a12-ab8e-15a028ef0a6d
augmented reality	Knowledge	- The process of adding diverse digital content digital content onto real environments and objects, using software, apps and hardware such as AR glasses, enhancing the user's perception and interaction with their environment.	1	Adapted from ESCO: http://data.europa.eu/esc/skill/abdc7ac8-151f-40c6-bc1a-1e9b4b073290
e-business platform management	Skill	- To conduct business processes online, for instance, overseeing digital operations that integrate commercial, logistical, and customer relationship activities via the internet, e-mail, mobile devices, social media, etc.	3	Complemented from ESCO: http://data.europa.eu/esc/skill/b1272de4-1f5f-408b-8b26-061f2550fc72
cybersecurity	Knowledge	- Methods and set of practices, technologies, and processes designed to protect digital systems, networks, and data from unauthorised access, attacks, or damage.	2	Adapted from ESCO: http://data.europa.eu/esc/skill/8088750d-8388-4170-a76f-48354c469c44

SSbD (Safe and Sustainable by Design Chemicals)

Name	Type	Description	Level	ESCO
eco-design techniques	Knowledge	- The approach and the techniques that are aimed at systematically integrating environmental	2	Complemented from ESCO:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

		aspects into product design in order to improve its environmental performance throughout its entire life cycle - from material sourcing and production to use and end-of-life disposal.		http://data.europa.eu/esc/skill/21e0cad8-4eef-42be-b18b-0f8e37f0dbd0 also http://data.europa.eu/esc/skill/dab7c301-2a33-454e-8fed-23218fa28eee
--	--	---	--	--

Transversal Competences

Name	Type	Description/Context	Level	ESCO
regulatory knowledge	Knowledge	- Understanding the laws, rules, standards, and guidelines that govern business operations, products, and marketing practices, in order to ensure compliance, mitigate legal risks, and maintain ethical and transparent operations while aligning business strategies with industry and governmental requirements.	2	Complemented from ESCO: http://data.europa.eu/esc/skill/d6d3fee7-47e2-47f4-a0ec-6c75f28c6abd
process optimization techniques	Knowledge	- Production process design techniques and materials that allow generating a reduced or null environmental impact.	2	complemented from ESCO: http://data.europa.eu/esc/skill/12c7b323-d870-4f5b-9d7d-d9f525206d77
sustainable procurement	Skill	- Implementing strategies that integrate environmental factors into procurement processes, incorporating strategic public policy goals into procurement procedures, such as green public procurement (GPP) and socially responsible public procurement (SRPP).	2	Adapted from ESCO: http://data.europa.eu/esc/skill/6962058d-9808-4820-a6bc-d7cabce60cde

Sector Specific

Name	Type	Description/Context	Level	ESCO
Use of communication techniques	Skill	- Applying techniques and tools to support the ecological transition, in order to highlight the changes taking place within the company,	2	Complemented from ESCO: http://data.europa.eu/esc/skill/7ff2c6

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

for eco-transition		making the organisation's work on this subject transparent.	<u>68-0e86-418</u> <u>a-a962-4958</u> <u>262ee337</u>
-----------------------	--	--	---