



**CONSUMER
MARKETING**



MANY OF THE WORLD'S MOST ICONIC BELOVED BRANDS, WITH A FOCUS ON HEALTH & WELLNESS



2015 Consumer Marketing Leadership Development Program



Requisition # 0000SR2

Johnson & Johnson Group of Consumer Companies is recruiting for our 2015 Consumer Marketing Leadership Development Program (MLDP.) Our purpose in Consumer is caring for people around the world by anticipating their needs and creating solutions and experiences that help them and those they care for live healthy, vibrant lives. Some of J&J's iconic brands are: JOHNSON'S® BABY, NEUTROGENA®, AVEENO®, JOHNSON'S® Adult, LISTERINE®, CLEAN & CLEAR®, TYLENOL®, MOTRIN®, BENADRYL®, ZYRTEC®, and BAND-AID®.



The Marketing Leadership Development Program offers recent college graduates the opportunity to hit the ground running with responsibilities that can quickly build marketing skill sets and leadership capabilities. The MLDP training curriculum is a three year rotational program based on a philosophy of empowering leaders through challenging assignments, clear objectives and feedback, advanced training, and personal coaching. Core competencies and performance is evaluated following each rotation through measurement of clear achievement of business objectives and results. The program includes three 12-month rotations: two at different J&J Consumer operating companies and one in consumer sales. Relocation is required for the 12-month sales rotation. Along with on the job training, the program includes a training curriculum to develop broader marketing and leadership skills.

The Marketing Leadership Development Program requires a highly motivated individual with demonstrated analytical, communication and interpersonal skills. A keen marketing curiosity is a must and strong leadership skills are important in our entrepreneurial, fast-paced work environment. Candidates must have demonstrated their capabilities in pursuing projects with enthusiasm and their propensity for results through an internship, co-op, or work experience in marketing, advertising, or a related field.

Reporting directly to a Brand Manager, there are opportunities to: Assist in the management of a new or existing brand portfolio, Assist in the development and execution of overall marketing strategies and tactics, Manage the relationships with external advertising/promotion and design agencies for consumer and trade promotion execution, Conduct in-depth business analysis for product line, Manage cross-functional teams including Sales/Information Management/Regulatory/Research & Development/Manufacturing and Financial disciplines in the development of new products and marketing programs, Manage overall brand budgets, Support organizational initiatives that assist in the development of people and programs.

MLDP locations could include:

- New Jersey
- Pennsylvania
- Arkansas

If you are interested in a career that will have a significant impact on the lives of individuals around the globe, please apply!

MLDP REQUIREMENTS

- Must be completing a B.A./B.S. degree from an accredited college or university with graduation dates between December 2014 and June 2015. Cumulative GPA 3.0
- US Citizenship or Permanent Residents US Work Authorization
- Must demonstrate interest or experience in Marketing or Brand Management
- Must have ability to relocate with each job rotation.