



# BEYOND SKINCARE

Graduate Programme

**COME AND JOIN**

the best skincare company  
in the world



**Beiersdorf**



## WELCOME TO THE **BEST** SKINCARE COMPANY IN THE WORLD

**Beiersdorf has been a pioneer in innovative, high-quality skin care products and groundbreaking skin research for over 140 years.**

Our internationally beloved brands, including NIVEA - the world's no.1 skin care brand - Eucerin, La Prairie, and Elastoplast, are cherished by millions around the world.

**With a team of over 20,000 dedicated employees worldwide,** Beiersdorf is united by shared core values, a vibrant corporate culture and our guiding purpose: **Care Beyond Skin.** We are committed to an ambitious sustainability agenda that creates real value for consumers, society and the environment. **At Beiersdorf, our people are our greatest asset** - they make all the difference in our success now and in the future.

If you're inspired to join us in our mission to be the world's best skin care company, **we invite you to explore the exciting Beyond Skincare Graduate Programme.** As the inventors of modern skin care, we provide countless opportunities for growth and meaningful responsibilities across the globe.



**CARE.**  
**SIMPLICITY.**  
**COURAGE.**  
**TRUST.**

## ABOUT BEIERSDORF UK

**Beiersdorf UK operates from two locations:** the Head Office at Trinity Park, near Birmingham Airport, and the UK Distribution Centre at Holford, Birmingham.

The company is **committed to promoting well-being** through its well-known skincare brands, including **Nivea, Eucerin, and Elastoplast.**

With over **280 employees** across both sites, Beiersdorf UK encompasses a variety of functions, including Marketing, Sales, Finance, Supply Chain, Human Resources, IT, Legal, and Distribution and Warehouse Operations.

This diverse team collaborates to ensure the development and delivery of **high-quality skincare products** that meet customer needs.



Welcome to the best skincare company in the world

Beiersdorf

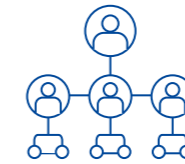


WIN WITH CARE

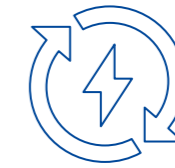
## OUR FACTS



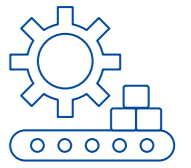
**RESEARCH CENTRE**  
in Hamburg, two innovation centres in China and the US, and development labs in Brazil, India and Japan



**170**  
Affiliates



**100%**  
electricity from renewable energy sources since 2019

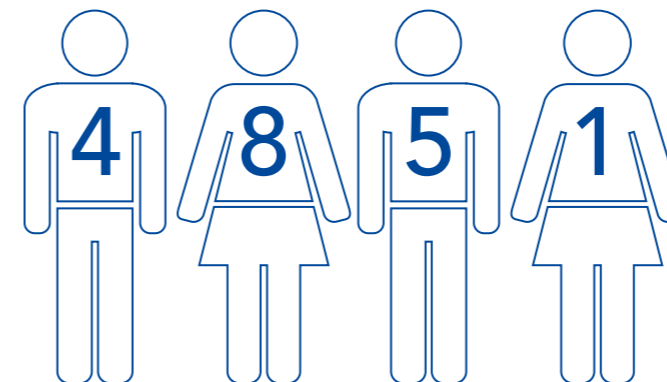


**14**  
production centres

# 1882 Founded in Hamburg



NIVEA is **100%** free of microplastic



employees in production sites  
Over **21,000** employees worldwide



**€9.9**  
Billion  
Group sales



## MEET OUR SENIOR LEADERSHIP TEAM



### PAUL PRICE

General Manager, Northern Europe

"I am delighted to say that what I consider to be **the best skincare company in the world** will run another UK Graduate programme.

The Beiersdorf Graduate Programme has been running for over 20 years in the UK and many of those selected are still with us today. It really is **a great way to start a leadership career** in a multinational consumer goods company.

Many of our senior managers, even members of our Board of Directors in the UK were once on this programme themselves. **I look forward to another intake of future Beiersdorf Leaders."**



**The Beiersdorf Graduate Programme has been running for over 20 years in the UK and many of those selected are still with us today**



### VIDYA KUMAR

Director Human Resources, Northern Europe

"Our Graduate Programme at Beiersdorf UK, is **designed to attract talented graduates** from universities across the UK. Over the course of two years, as a graduate you will gain **invaluable cross-functional experience**, preparing you for a rewarding career within Beiersdorf.

At Beiersdorf, we believe that **graduates are essential to fuelling our leadership pipeline** for the future. This commitment is reflected in the fact that many of our current leaders began their journey with us as graduates.

We pride ourselves on fostering a fantastic culture that promotes growth and development, **offering numerous opportunities for career advancement**. And we do this always with the ethos that **Care Changes Everything**. Join us and embark on a journey that will shape your future!"



**We pride ourselves on fostering a fantastic culture that promotes growth and development, offering numerous opportunities for career advancement**

WIN  
WITH  
CARE



Eucerin

Elastoplast

Beiersdorf

# COMPANY STRATEGY

# WIN WITH CARE

## VISION

### BE THE BEST SKIN CARE COMPANY IN THE WORLD

#### STRATEGIC CHOICES

##### Undisputed authority in skin care

Delighting our customers with exceptional solutions for their skin

##### Customer-facing omnipresence

In strategic markets, categories and segments, to meet our customers where they are

##### Performance with purpose

Driving sustained financial value and positive societal impact

## PURPOSE

### CARE BEYOND SKIN

#### FOUNDATIONAL SUCCESS FACTORS

##### Winning with our people

By developing high-performing teams that drive our business and our future in skin care

##### Lifting the power of digitalisation

Enabling superior skin care experiences and E2E business processes





# OUR FUNCTIONS



## PR & MARKETING

- Brand Marketing
- Media & PR
- Consumer Insights



## SALES & ECOMMERCE

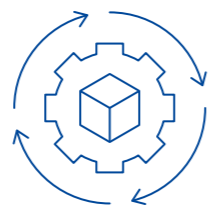
- Account Management
- Field Operations
- Gifting
- Shopper & Customer Marketing



## COMMERCIAL EXCELLENCE & INTERNAL CATEGORY MANAGEMENT

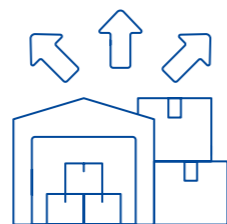
- Revenue Growth Management
- External & Internal Category Management
- Operational Excellence





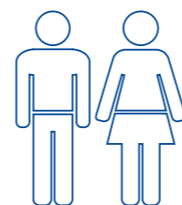
### SUPPLY CHAIN

- Demand & Supply Planning
- Procurement
- Customer Operations
- Quality and Regulatory



### WAREHOUSE & DISTRIBUTION

- Environmental, Health & Safety
- Transport, Inventory & Customs
- Warehouse Operations
- Logistics



### HR & PEOPLE SERVICES

- Human Resources
- Recruitment
- Payroll & Benefits
- Facilities



### FINANCE & CONTROLLING

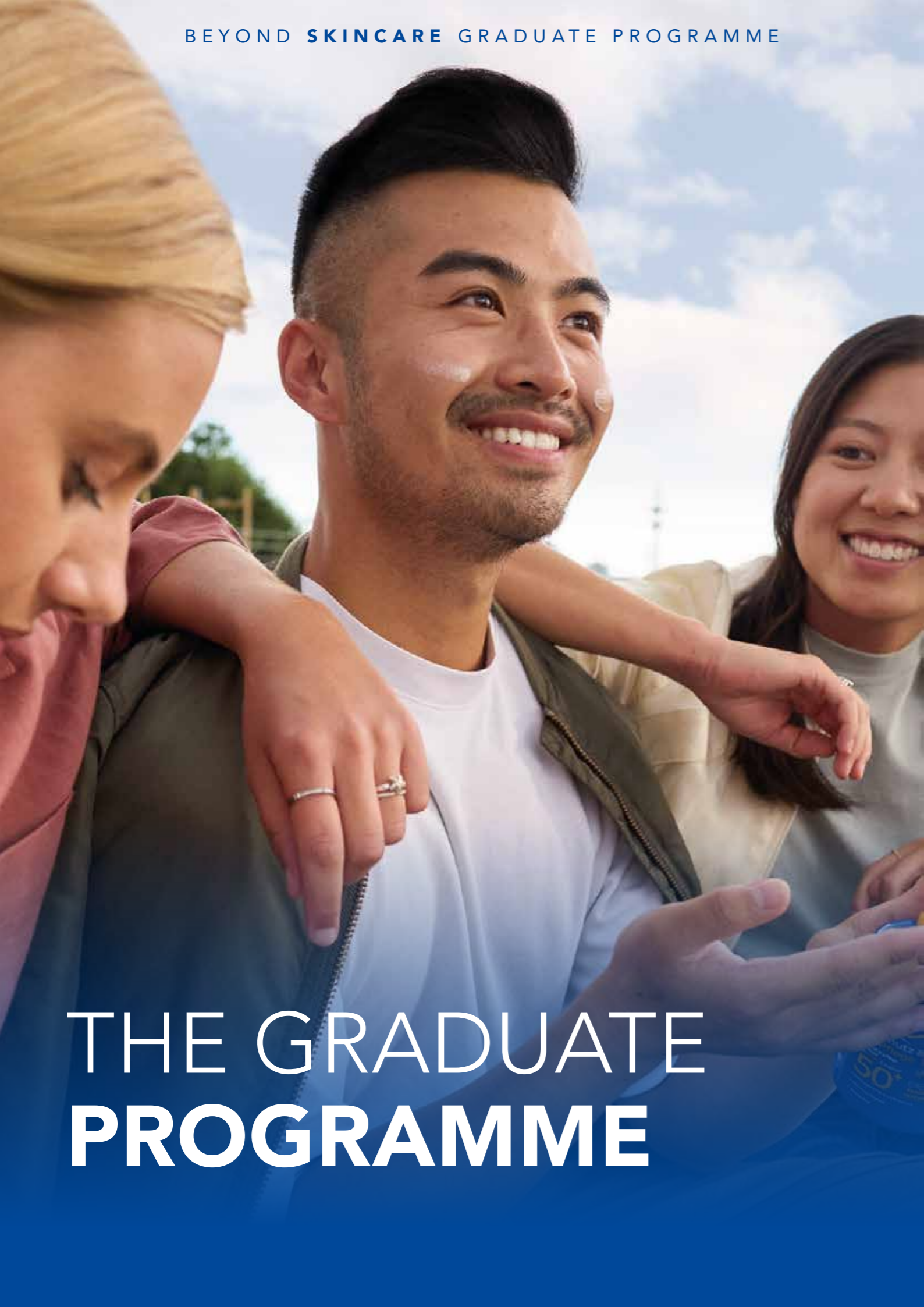
- Financial Controlling
- Financial Planning & Analysis
- Customer Accounting
- IT



WIN WITH CARE



Beiersdorf



# THE GRADUATE PROGRAMME



## OVERVIEW

Our Beyond Skincare Graduate Training Programme focuses on **professional development and community engagement**.

Our programme's aim is to equip Graduates with the **skills and experiences necessary for leadership** roles while also encouraging them to make a positive impact in their communities.

- **4 flexible rotations within 24 months** in one of the following tracks;
  - Marketing,
  - Supply Chain,
  - Brand Management & Digital Marketing,
  - Sales & eCommerce
- The programme offers **local, global, affiliate and cross-functional** exposure
- We offer a **high degree of flexibility** enabling Graduates to create individual focus within their chosen track
- Learning journey includes **personal, functional and methodical development**
- Graduates have an opportunity to move to an **alternative position following successful completion** of the Scheme based on performance



## WHAT WE OFFER

At Beiersdorf, **we see you as a person** - far beyond your title or role. Our goal is to provide the flexibility and support you need for your professional and personal success through our work environment. That is why we have a lot to offer!

- **2 Year** Fixed Term Contract
- Starting annual salary of **£25,000**
- **Bonus** (subject to conditions)
- **Hybrid working** (60% office time)
- Private **medical and dental** insurance
- **Pension**
- **25 days** holiday per year
- **Discounted** product purchases
- Wellbeing support to include access to an excellent **Employee Assistance programme** as well as access to a wide range of optional benefits.

## DEVELOPMENT & TRAINING

We will provide a wide range of blended **development & training opportunities** to ensure your professional growth:

- **on the job** training
- **on-line** learning through digital platforms
- **classroom** training
- **leadership** development
- **continuous** development
- **mentorship**

You will be assigned a specially chosen Mentor who will be your experienced and trusted advisor. **They will provide guidance, support, and encouragement** throughout your programme. Mentorship includes **one-on-one meetings, regular feedback sessions and informal interactions.**

They will help you **develop skills, navigate challenges, and achieve your goals** by sharing their knowledge, experiences and insights.



WIN  
WITH  
CARE

Beiersdorf



Eucerin®

Elastoplast



### DIGITAL CONTENT EXECUTIVE

Lead our community management across our social platforms, **help to create and deliver engaging content across our digital touchpoints** and support with website content development for NIVEA.co.uk.

**Collaborate closely with the wider digital marketing team** to execute campaigns and ensure alignment with brand objectives.

“  
The past few months have been amazing! Beiersdorf’s graduate scheme is a fantastic opportunity to gain firsthand experience in a professional environment with a globally renowned brand. Your ideas and insights are valued from the start, and it’s exciting to see your work take shape. I’m incredibly grateful to the digital team and Beiersdorf for creating a space where I can make a meaningful impact. Excited for the rest of the journey”

Dan  
Graduate Digital Executive



## GRADUATE ROLES

### CUSTOMER COLLABORATION EXECUTIVE

Take a leading role in collaboration with multiple customers, **providing skills and experience** for the end-to-end Supply Chain journey. **Conduct customer visits to enhance ways of working.**

**Drive best practices processes** across customer service team and Value Added Service departments, **exploring new ideas to introduce efficiency improvements** through projects from conception to delivery.

“  
My experience so far at Beiersdorf has been amazing - everyone is so approachable and supportive, creating a caring, positive atmosphere that makes me feel a valued member of the team and motivated to learn”

Holly  
Graduate Customer Collaboration Executive



WIN  
WITH  
CARE



## GRADUATE ROLES

### CONSUMER INSIGHTS EXECUTIVE

Support the Marketing and Category Management teams **with insights related to consumer behaviours, preferences and trends.**

Gather, analyse and interpret data related to consumer behaviour, preferences, and trends. **Significantly enhance the effectiveness of marketing strategies** and product offerings.



### SHOPPER MARKETING EXECUTIVE (SME)

Support the development and execution of marketing strategies **aimed at enhancing shopper engagement and driving sales.**

Assist with **developing and executing shopper marketing plans** for defined categories and support the team with in-store initiatives.

**Build relationships with key stakeholders** to understand and learn bespoke Point of Sale and activation requirements.

“  
During my time in Consumer Insights so far, I have been given **real opportunities to make a difference within the company. I have my own projects and I am able to work on areas I want to improve with the support of my manager**”

Sophie  
Consumer Insights Graduate

“  
Every day at Beiersdorf is something I genuinely look forward to. **The opportunities to learn, grow and bring my authentic self to work are unmatched. The flexibility and the way each person is truly valued make it an incredible place for me to start and build my career!**”

Lucy  
Shopper Marketing Graduate

### ASSISTANT BRAND MANAGER

Assist in the **formulation of brand strategies and marketing plans.** Conduct market research to gather insights on consumer behaviour, market trends, and competitive landscape. **Help implement marketing campaigns** across various channels, including digital, social media, print, and in-store promotions.

**Collaborate with product development teams** to provide insights on consumer preferences and market demands.

“  
I am loving my Beiersdorf journey already! **Everyone is so welcoming and friendly and there is so much to get involved with... the opportunities just seem never ending**”

Lydia  
Graduate Assistant  
Brand Manager





“The support from my managers has been key to my growth. They’ve shown great understanding that I’m in a learning phase and have offered reassurance when needed”

Hope  
Beiersdorf Graduate

## HOPE'S JOURNEY

"When I started the graduate programme, my first rotation was in the Shopper Marketing team. This was a great introduction to the business. It gave me hands-on experience in how NIVEA merchandise their products in store, particularly across our high-priority categories.

I then moved into Consumer Insights, which sat in the Marketing function. This was a fantastic contrast to Shopper Marketing, as it encouraged me to work analytically to understand what the data shows us about our consumers and consider actionable ways this data could be used to benefit our brands.

I have recently moved into the Sales function, managing some key accounts in the Wholesale channel. This role has strengthened my commercial understanding, taught me to balance KPIs effectively, and developed my account management skills, including relationship-building and ensuring good communication with internal stakeholders to provide a smooth service to our customers."

### What I have liked the most

"One of the highlights of the graduate programme has been the opportunity to work with a variety of people and teams. Having a new manager and team every six months has allowed me to build strong relationships across the business, gaining diverse expertise and perspectives. I've learned a great deal from each manager, which has helped me approach tasks with a more well-rounded perspective.

### Social Events

"When I first joined the business, I attended several social events organized by the Social Committee, including a trip to the Christmas Markets and the Big Birmingham Bake. These events were a great way to connect with colleagues on a personal level and have conversations beyond work.

### Support

"Since joining the business, I've received a lot of valuable support. I was also assigned a Buddy and a Mentor when I started, who were invaluable during my onboarding and have continued to provide strong support in discussing my future development.

Additionally, the support from my managers has been key to my growth. They've shown great understanding that I'm in a learning phase and have offered reassurance when needed. My managers have also taken the time to understand how I like to be supported, which has helped me recognise my own needs. Through regular development conversations, we've identified goals, tracked my progress, and discussed how my achievements align with my career aspirations."

### Hope

Beiersdorf Graduate



## HEAR FROM OUR MANAGERS

### Benefits I have seen:

"Being talent of the future, I have loved the drive and ambition seen from the graduates - real go getters, which in shopper marketing is hugely important given the pace of the role and scope for raising the bar on creativity and design.

Great to have a fresh perspective in the team every 6 months to ensure we don't get too comfortable and continue to challenge each other to seek the best results. I have ensured the graduate role has breathing space to undertake tasks that involve thought leadership and in turn opportunities to upskill the rest of the team to become experts in the shopper marketing field."

### Lily Dixon

Shopper Marketing Controller



“  
**The Supply Chain Customer Collaboration Graduate has enabled the team to work with a wider range of customers, something that we were unable to do**”

### Joe Walker

Head of SC Customer Collaboration

## WHAT OUR EMPLOYEES HAVE TO SAY

### MALIN

"I've been at Beiersdorf for nearly 14 years. It's been a fantastic place to start and go on to build my career. I've been supported and challenged along the journey in numerous ways, from cross-functional moves to international roles, which as broadened my experience and allowed me to continuously build my skills. I am seeing the fruits of this now working in a team that I love and I look forward to my future steps in the company."

### Malin Lindström

Senior Brand Manager



### EMILY

"I joined BDF as a graduate in the marketing department and also spent time in Sales and Supply Chain. As a graduate everyone was welcoming and my development was supported through training and mentoring.

I've held various roles across marketing including Senior Brand Manager on NIVEA MEN where I managed the Liverpool FC partnership.

I have also had the opportunity to move to our Headquarters in Hamburg in Global Marketing and more recently I have moved to a new function in Revenue and Growth Management and Internal Category Management.

I would recommend Beiersdorf as a welcoming and supportive place to start and develop your career."

### Emily Marcham

RGM & ICM Manager



# BEYOND SKINCARE GRADUATE PROGRAMME APPLICATION PROCESS

We encourage anyone who meets our Graduate criteria to apply for the **Beyond Skincare Graduate** programme.

Should your on-line application be successful you will be invited to a short Video Assessment where you can **showcase your personality**.

Successful candidates will participate in a **full day Assessment Centre** where you will take part in group activities and present to our friendly ambassadors.



## GRADUATE CRITERIA

- **2:1 Degree** or above
- To live or be able to relocate within a **one-hour commute** of our UK Head Office in Birmingham
- **Eligible to work** in the UK full-time
- Provide a high degree of **flexibility**
- **Eager and skilled** to learn and adapt learnings
- **6 months** practical experience
- Availability to start in **September**

## HOW TO **APPLY**

Please visit our careers website [www.beiersdorf.co.uk/career/local/gb/graduates](http://www.beiersdorf.co.uk/career/local/gb/graduates) for more information or you can sign up to our individual job alert and be automatically informed of new Graduate opportunities

### ON-LINE APPLICATION

Interested candidates should submit their applications online.

Ensure that your application highlights relevant skills, experiences, and qualifications that align with the programme.

### VIDEO ASSESSMENT

This will give us insight into you, your interests and achievements and your reasons for wanting to join Beiersdorf.

### ASSESSMENT CENTRE

Expect an interactive day of getting to know us, meet our Graduate Ambassadors and our current Graduates.





# THANK YOU

**COME AND JOIN**

the best skincare company  
in the world

**WIN  
WITH  
CARE**



**Eucerin**



**Beiersdorf**