**Role Description & Person Profile**

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| Job title: | **Senior Marketing Manager** |
| Reports to: | Richard Wolff |
| Location: | Office based |
| Direct & Indirect Reports: | Dominik Pernat, Julia Körber |
| Role Overview | The senior marketing manager plays a key role in the execution of the Global Supplements pet strategy for Nutrilabs. The role will focus on implementation of state-of-the-art marketing management, with a focus on project management, digitalization management, performance marketing and team lead of specialists.  By executing the marketing strategy and also playing a part in strategic management, the Senior Marketing manager. Will work closely with the Nutrilabs Team as well as key stakeholders from the broader Global Supplements Division |
| Key Responsibilities: | * Line Management of marketing specialists * Strategic planning of marketing campaigns and marketing budget allocations * Marketing planning process in collaboration with Head of sales * E Commerce project management & execution, in collaboration with Central Team * Drive performance across Socials, PPC and other channels to achieve ambitious ROAS, revenue or brand perception goals. * Performance tracking, efficiency tuning and reporting   + Continuous monitoring and data-based optimization to ensure maximum efficiency   + Preparation of reports and performance analyses to derive recommendations for action * Implementation and execution of digital focused projects – driving brand awareness or sales in relevant channels: youtube, socials, online media, amazon, marketplaces, online customer channels * Brand management and development   + Develop the brand as per GS strategy   + Increase brand awareness among target group * Marketing relevant customer Stakeholder management of Online customers * Exhibition planning in collaboration with Head of Sales * Strategy execution in dedicated projects * Occasional travel to customers, Head of sales, Germany, UK, exhibitions and events |
| Budget Responsibility: |  |

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| **Person Profile/Knowledge**  Experience, any formal qualifications and necessary keys areas of knowledge or experience. | | |
| **Essential** | | **Desirable** |
| * **Bachelor Degree in Marketing or equivalent work time of 3 years as Marketing Manager with teamlead experience** | | * **Master Degree in Marketing or equivalent work time of 5 years as Marketing Manager with teamlead experience** |
| * **Industry experience**: preferred sectors: animal health, petfood, pet supplements, human nutrition, human supplements, veterinarian sector, pharmaceutical sector | | * **Industry experience**: animal health, petfood, pet supplements |
| * **Data Analysis and Reporting**: Strong analytical skills with the ability to interpret data, identify trends, and make informed business decisions - | | * **Data Analysis and Reporting**: additionally: Experience with BI programs (e.g. Power BI or SAP BI cloud) * **Experience with marketing platforms** |
| * **Digital & E-Commerce Marketing Knowledge**: Understanding of E-Commerce-specific marketing, including PPC advertising, promotional strategies, performance marketing. Understanding of SEO/SEA management | | * **Digital & E-Commerce Marketing Knowledge**: Experience with amazon vendor/seller systems, marketplace e-commerce platforms, |
| * **Marketing Campaign Development**: Experience in developing product specific campaigns among different channels: print, digital, social media. | |  |
| * **Experience with CMS**: Understanding of Content management Systems (in executional cooperation with agencies) | | * **Experience with CMS**:   Experience with Wordpress |
| * **Agency stakeholder management**   Experience in working together with agencies and freelancers | |  |
| * **Exhibition planning**   Experience with exhibition planning and attendance | |  |
| **Key Behaviours** | * **Commercially Driven**: Understanding of commercial goals and how they contribute to sustainable growth for the business * **Execution strength**: “just do it” mentality, with profound data analysing decision making capabilities * **Peoples Manager**: leader personality who is able to onboard the rest of the team * **Detail-Oriented**: Ensures accuracy across product listings, reporting, and performance monitoring * **Collaborative**: Works effectively with cross-functional teams, external partners, and stakeholders * **Proactive and Self-Motivated**: Takes initiative to solve challenges and drive results without constant supervision * **Customer-Focused**: Understands customer needs, behaviour, and experience to deliver value and build loyalty * **Problem Solver**: Identifies obstacles and implements effective solutions quickly and efficiently * **Adaptable**: Thrives in a dynamic, fast-paced environment and adjusts to new challenges and priorities | |
| **Other Factors**  Travel, shift pattern, working hours, Licence type etc. | * Willing to travel on occasionally basis with EU and UK (1 up to 2 times a month) * B License for cars | |

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