**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
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| 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**
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| * **Industry experience**: preferred sectors: animal health, petfood, pet supplements, human nutrition, human supplements, veterinarian sector, pharmaceutical sector
 | * **Industry experience**: animal health, petfood, pet supplements
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| * **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**
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| * **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,
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| * **Marketing Campaign Development**: Experience in developing product specific campaigns among different channels: print, digital, social media.
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| * **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
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| **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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