

Brand Manager – Large Animal

Forte Healthcare is an entrepreneurial veterinary pharmaceutical company based in Co Meath. Due to business growth we are looking for someone who brings additional marketing experience to our team, coupled with detailed working knowledge of the livestock sector in Ireland and the UK.

This diverse role includes both consumer and trade marketing for large animal products (cattle, sheep and pigs), encompassing marketing to vets and farmers (B2B and B2C). It may possibly encompass some equine products, depending on experience.

We are looking for someone who, along with the required skills and experience, will fit in a progressive and collaborative team environment. Experience in the agricultural sector is essential. Reporting to the Head of Technical Services and Marketing, the successful candidate will work cross-functionally to deliver on commercial objectives.

This role owns the marketing strategy for a defined group of animal health products. They are responsible for the development and implementation of marketing materials and activities.

The marketing strategies they develop are designed to deliver appropriate impact, product positioning, market growth and profitability. The activities they undertake support the wider business marketing strategy and the company wide direction for each product.

The brand manager is required to develop collaborative and productive partnerships with colleagues across the business. They work closely with these colleagues to deliver maximum impact with every campaign. They work alongside other marketing colleagues to generate holistic campaigns that utilise all possible streams including digital tools and social media.

This role provides many opportunities for career development and learning. Our team are friendly and supportive, so we are looking for a team player who can really contribute to the business (and have some fun while doing so!).

Role Responsibilities:

Marketing Campaigns and Demand Generation:

- Develop, co-ordinate and implement effective marketing strategies and tactical plans for the growing range of large animal pharmaceuticals and OTC products, to achieve targets through driving sales and market share.
- Analyse data and make strategic recommendations.
- Provide marketing insight and direction to lead and optimise new product launches.
- Constantly monitor the competitive environment and leverage opportunities for our portfolio in the short and long term.
- Promote product strategy to drive sales by the sales team.
- Analyse all spending activities and their effectiveness i.e. ROI
- Maintain expertise with the evolving portfolio of products, services, pricing, competition, market and industry trends.
- Project manage specific events as part of marketing plans.

New Product Development:

- Work with technical and sales colleagues to identify candidates for new product development, to meet market needs.
- Propose and lead product and/or packaging updates, based on market analysis.

Relationships:

- Develop mutually beneficial and productive partnerships with product stakeholders with a common goal of maximising commerciality of products and services.
- Draw on the broad knowledge of your colleagues and network to find business growth opportunities.
- Contribute to the success of the business by sharing best practice with colleagues, proactively contributing ideas, and supporting others to do the same across the business.
- Seek customer centric input from sales team into marketing plans and programmes.
- Conduct regular customer visits to gain customer insights. Use this knowledge to feed into marketing plans.
- Work with Key Accounts team to develop bespoke campaigns and materials relative to individual key accounts needs.

The above job description is not intended to be a comprehensive list of all duties involved and consequently, the post holder may be required to perform other duties as appropriate to the post which may be assigned to them from time to time.

Required Experience/Qualifications:

- A qualification in marketing (e.g. Degree, Masters or CIM Diploma or similar)
- A minimum of 5 years marketing experience required working in the agricultural industry or with agricultural clients from within a relevant marketing/PR agency.
- Detailed personal working knowledge of the livestock sector in Ireland and/or the UK.
- A complete understanding of the marketing landscape and ability to integrate all elements of the promotional mix.
- Valid Irish driving licence
- Must be eligible to work in the Republic of Ireland. *Please note that all applicants must possess a current and valid visa where appointment is made.

Required skills:

- IT literate -able to use standard business software and communication tools
- Excellent communication skills, fluent in both written and spoken English.
- Team player with strong collaborative skills.
- Persuasive and able to successfully influence others, both inside and outside the organisation.
- Flexible, able to manage and handle change.
- Be a self-starter with strong organisational skills, attention to detail, and the capacity to prioritise and balance conflicting demands, and meet deadlines.
- Possess strong analytical and problem-solving skills.
- A proactive approach on tasks with a focus on Adding Value to the organization.
- Ability to identify and develop new business opportunities.
- Ability to work within the constraints of a highly regulated industry.
- Ability to develop strong working relationships with key stakeholders.

Working pattern:

40 hours per week, generally Monday-Friday. Attendance at occasional weekend trade shows and events will be required (for which time off in lieu is provided). Occasional travel and nights away from home are required in this role.

Role location:

There is flexibility of location for this role (at time of appointment the successful candidate must be resident on the island of Ireland). Remote/home working is very much possible with travel to head office as required for meetings. Alternatively this role can be office-based in our head office (CityNorth Business Campus, Stamullen, Co.Meath.) Attendance at our sister site in Newbridge, Co.Kildare will also be occasionally required, along with occasional travel within Europe.

Package: €50-60k depending on experience. A company car will also be provided.

For more information or to apply please contact Dr Lucy Chadwick, Head of Technical Services & Marketing at l.chadwick@fortehealthcare.com.

Closing date for applications: 4th January 2022

Forte Healthcare is an equal opportunities employer.