Role: Marketing Manager

Marketing Manager
Central Europe for Companion Animals
Salary: circa 95k EUR + bonus + car & benefits
Industry: Animal Health

About the business: A leader and expert in animal health – globally recognized business, operating in all markets and product sectors, is looking to optimize and expand their influence in Central Europe.

Overall Function: Marketing Manager is responsible for innovation and implementation of marketing and technical strategies for companion animals to develop company market shares and further the success of products.

Main Responsibilities:
- Investigate current and future marketing strategies, placement of products and company brand image
- Closely collaborate with management, technical and marketing teams to develop budget and action plans, suited to improve profitability of products and brand, based on the market analysis
- Structure in-house intelligence, reporting tools and contact links to successfully collaborate with clients, implementing multi-dimensional campaigns in key markets
- Lead evolution of technical capabilities in the region – new product lines, technical support, testing, trend management
- Participate in industry networking events, share and present your knowledge and capabilities of business in trade shows, exhibitions and webinars

Qualifications & Experience:
- **Essential**: Preferably Degree in Veterinary Medicine or a comparable qualification
- **Essential**: Experience working with animal health products for companion animal industry
- **Essential**: Fluency in English and French
- **Demonstrated experience in successfully participating in an industrial/technical marketing environment requiring lengthy and in-depth product and/or practice decision processes
- **An in-depth understanding of the local animal health marketplace**
- **A high degree of motivation, knowledge and confidence to develop new and build on existing relationships, furthering personal and business growth**

The Marketing Manager is **based within the assigned territory** and will **require flexibility and travel within the region**. Relocation assistance will not be offered unless otherwise specified.

Reference number: BGIN-J623
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