



What: **Nordic Digital Manager**

Working hours: Full time

Application deadline: 2020-07-10

Workplace: Denmark

### **Introduction**

*Come and join a fantastic company on an amazing growth journey with expansions and several launches.*

Do you want to be part of our growth journey, develop your career and work **strategically and creatively with Digital Marketing in an international company?** Join us and become Nordic Digital Manager in STADA Nordic.

We are looking for a qualified marketing professional, who drive our company forward with their specialist knowledge and commitment. We offer the right conditions with diverse and interesting tasks as well as good career prospects.

### **Overview**

We are looking for an experienced Nordic Digital Manager who can lead our digital marketing activities as well as Brand Management. This person is accountable for the development and implementation of specific product digital and marketing plans (strategic and tactical) to optimize profitability, market share growth and revenue growth in the short and long term.

This experienced marketing professional will possess a superior understanding of what drives business success and have a track record of delivering just that in a consumer-oriented organization. Furthermore the individual will be a great team player with passion for results.

This key role will report to the Nordic Business Unit Manager.

### **Objectives of the Position**

- The Nordic Digital Manager is responsible for driving and developing STADA Consumer Health Care in handling and execution of our digital presence
- Develop, deliver and ensure impactful content across our digital and social channels
- Develop and deliver increased reach across our digital and social channels
- Lead website updates and further development.
- Media ROI monitoring
- Brand lead and develop & implement of strategic and tactical marketing plans for food supplements and beauty brands
- Develop promotional material
- To monitor competitor activities as well as therapeutic trends and rising opportunities in the market
- Proactive drive additional actions to boost positive opportunities, to offset threat and remedy deviations from targets
- Ensure development and execution of product plans, defining new business opportunities, etc.)
- Secure adherence to company policies and guidelines with regard to global and local policies and guidelines

### **Ideal Background**

- A minimum of a Bachelors' degree within a relevant subject, e.g. digital marketing, or a commercial background.
- Brand/Product Management > 3 years
- Previous marketing experience with food supplements with demonstrated success is an advantage
- Experience in digital media marketing is a must
- Experience with Nordic marketing is an advantage
- Outstanding level of drive, and the ability to juggle multiple projects effectively
- Excellent communication skills
- Excellent computer skills (Microsoft Office)
- Proficient in Swedish or Danish and English language, written and verbal (required).

## **What you will need to succeed**

To be successful in this role you are an engaged teammate and strive to find efficient ways to support growth for the business. You are relation oriented and understand the value of partner management in reaching Nordic achievements. You have a proven record of reaching milestones in driving the business results. You are confident with reaching stretched targets. You will have a very independent role which requires a can-do-attitude and pro-active behavior.

## **Working at STADA Nordic**

THE COMPANY- "ALL THE BEST"

STADA values: Integrity, agility, entrepreneurship, ONE STADA.

STADA is a leading manufacturer of high-quality pharmaceuticals. With a long-standing heritage rooted in pharmacies, we are perceived as a reliable and trustworthy partner for more than 120 years. With products they help people protect and regain a dignified and able life.

Worldwide, STADA Arzneimittel AG sells products in approximately 120 countries. In financial year 2018, STADA achieved adjusted Group sales of more than EUR 2 billion. The main drivers of the success are the roughly 10,400 employees of the STADA Group worldwide.

## **THE NORDIC ORGANISATIONEN**

Stada Nordic is growing and expecting several new launches in 2021, which requires new competences and resources, why Stada Nordic is looking for additional competences within digital management.

The Nordic organization counts 25 employees.

## **Would you like be part of our team and the exiting growth journey we are on?**

Send your application to us on e-mail [finance@stada.dk](mailto:finance@stada.dk) as soon as possible and no later than 10 July 2020, as we'll be conducting interviews on a continuous basis.

Please don't hesitate to contact Tina Vinther, Nordic Business Unit Manager, by telephone +45 29247161 if you'd like to know more about the position.