

## Amazon Marketing Manager

### Smart choices for everyday healthcare

*Karo Pharma offers a portfolio of everyday healthcare products and services that help prevent illness and treat health problems. With a wide range of trusted, documented, and original brands, backed by services for partners, customers, and consumers, we provide people with the options, knowledge, and access they need to stay healthy. We call it smart choices for everyday healthcare. We call it smart choices for everyday healthcare. We specialize in six product categories: intimate care, dermatology, footcare; pain, cough and cold; wellness; and Rx pharma care. Across these categories we own a range of differentiated brands in both prescription drugs (Rx) and consumer products (OTC).*

*Karo Pharma's products and services are present in over 60 countries with own subsidiaries in over 11 European countries. Karo Pharma, with a revenue of SEK 2.9bn in 2020, is headquartered in Stockholm and listed on Nasdaq Stockholm Mid Cap.*

## Amazon Marketing Manager

We are looking to strengthen the success of our Digital and e-Commerce team with an Amazon Marketing Manager.

The aim of this role is to manage and implement marketing strategies for Karo Pharma's brands across Amazon European territories. As the marketing manager you will use Amazon's marketing tools. In your role you will improve the listing quality of products already available in market and build new content for new to market launches. The role is also responsible for Amazon Advertising (Paid Search) budget, campaign management, optimization, and reporting.

### Roles & Responsibilities:

- Working as part of the Amazon Team, define a clear digital marketing plan across the various brands and trading locations to compliment the Amazon Roadmap.
- Define and deliver both immediate content improvements and future requirements.
- Create product page listing improvements, A+ Content and Brand Stores.
- Manage and add the Amazon Catalogue of Karo products through new item set up and launch.
- Identify brand digital KPIs and track performance. Use these insights to guide the business strategy and make informed decisions.
- Lead planning, development, and execution of digital programmes such as organic search improvement and Amazon Advertising.
- Monitor customer reviews and utilize insight to push other content and activities.
- Own eCommerce including keyword search, competitor analysis and on-page optimisation.
- Work collaboratively with other departments such as sales, brand, and supply chain to ensure a superior shopper experience for consumers.
- Use and report on test and learn opportunities to drive growth

### Qualifications and education:

5+ years of experience in a similar role in this field. Experience of working in a digital marketing role that required both strategic and "Hands On" expertise. Well-practiced with the creative and technical (SEO) aspects of eCommerce marketing. Personal experience of building, managing,

and optimizing paid search campaigns.. Experience of working with Amazon, with knowledge of Vendor Central and Amazon Advertising portals, would be highly advantageous. Understanding of Helium 10, Jungle Scout or similar software is not essential but would be an advantage.

### **Personal Profile:**

- Experienced Digital marketer, confident managing budgets and reporting on performance.
- Comfortable working in a complex but fast-moving cross matrix organisation.
- Self-starter with an aptitude to effectively achieve goals in role.
- Ability to work well in a team and build relationships with multiple stakeholders.
- Ability to manage rapid changes in priority and direction.
- Results Oriented.
- Show strong evidence of our Karo values.

### **We offer:**

In return Karo Pharma will offer you an inspiring role in a dynamic, international organization with a sustainable profitable growth strategy. You will be based at our Maidenhead office near London where our UK team is based, however, you will work and collaborate across the global team who share the interest to deliver on commitments and to have a positive work culture.

You will report to the Head of E-commerce Vendor Business

Karo Pharma has a Diverse & Inclusive environment. We are looking for qualified candidates irrespective of gender, gender identity, sexual orientation, ethnicity, race, religion, national origin, disability or age.