

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 specialize in seven product categories: intimate health, dermatology, foot health; pain, cough and cold; wellness; digestive health and specialty products. 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 3bn in 2021, is headquartered in Stockholm and listed on Nasdaq Stockholm.

International Brand Activation Manager

We are looking to strengthen our International Trade Business team with a permanent Brand Activation Manager position who will be responsible for the adaptation and implementation of marketing initiatives, both towards distribution partners as well as in semi-direct markets. You will develop and implement customized marketing plans for individual markets. This position is expected to work cooperatively with all team members of the ITB team as well as keeping a close dialogue with Global Marketing and other stake holders in the organization. You will report to Head of International Trade Business with a dotted line to Marketing Manager International Trade Business.

Key Area of Responsibilities

- Develops and implements marketing plans customized for distribution partners and semi-direct markets.
- Offers insight, counsel and assistance regarding the implementation of local marketing initiatives.
- Oversee brand integrity across markets, ensuring that creative communications meet brand guidelines.
- Communicates regularly with Global Marketing to stay abreast of current market trends, opportunities and challenges.
- Lead the local brand development with a responsibility for P&L management including sales targets, media budget and margin improvement.
- Develop innovation pipeline per market as a part of long-term growth for focus brands. Secure roll-out of new products.
- Work cross-functionally to secure brand updates are being communicated to markets and rolled-out smoothly.
- Together with Marketing Manager drive the annual marketing and campaign planning cycle, including activation strategy, A&P management and other drivers for growth.
- Continuously organize brand specific sharing sessions among partners and other key stakeholders.
- Execute the marketing and campaign initiatives and develop relevant assets, with high focus on digital channels.
- In semi-direct markets, secure efficient spend of marketing budget together with media agency and other stakeholders. Closely managed together with International Sales Manager.
- Measure and report performance on marketing campaigns and set KPIs, secure learnings to drive performance improvement.

Qualifications and education

- Worked as brand manager for approx. +3 years.
- University degree within business, marketing or equivalent.
- Digital marketing competence/experience/interest.

- Excellent skills in Microsoft Office.
- Fluent in Swedish and English oral and written.

Personal Profile

- Motivated by Karo's mission to improve people's everyday health.
- Team orientated, collaborative style combined with a clear responsibility for delivery and results.
- Ability to prioritize and structure tasks in a fast paced environment.
- High business acumen, with a strong orientation towards consumers, customers and channels, including E-commerce.
- Highly ambitious, with a proactive, problem-solving attitude towards business opportunities and challenges.
- Excellent interpersonal and communication skills; able to translate complex analysis into persuasive recommendations and to tailor for multiple different audiences.
- Strong demonstration of the Karo values - Challenge, Act, Connect, Care

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 the headquarter in the city centre of Stockholm.

You are welcome to contact Ulf Björkdahl ulf.bjorkdahl@karopharma.com or Anja af Klint anja.afklint@karopharma.com should you have any questions regarding the role.

We welcome you to send in your internal application by the 22nd July to career@karopharma.com and we are screening internal applications on a running basis.

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.