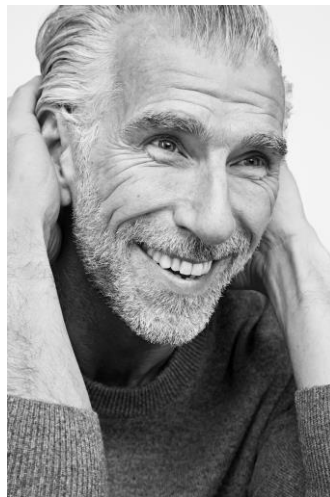


Smart choices for everyday healthcare

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: skin health, intimate health, digestive health, foot health, wellness, pain, cough and cold and specialty products such as 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 has a revenue of SEK 2,9 bn in 2020, is headquartered in Stockholm and listed on NASDAQ First North Growth.



Digital Content Marketeer for brands [Alpha Foods](#) and [Remescar](#)

📍 **Düsseldorf (Germany) / Ghent (Belgium) / Oslo (Norway) / Stockholm (Sweden)**

To further develop the digital marketing team of Alpha Foods, we are looking for a Digital Content Marketeer. As Digital Content Marketeer you will be in the driving seat of our content marketing campaigns for the e-commerce activities in Germany and will help grow our efforts in other EU markets. You actively identify new ideas for content and creative campaigns and you are in charge of the roll-out of 360° digital campaigns to social media, website landing pages, blog content, e-mail marketing and all other digital channels. As Content Marketeer you will be a key contributor within the company and marketing team and will help grow our community in the European market.

Roles & Responsibilities:

As a Content Marketeer, you will be at the center of the interaction of the Alpha Foods brand with consumers. You will be responsible for all inbound marketing strategies to build a brand identity and online presence through the creation and dissemination of multimedia content online. This involves developing content strategies, growing an online community, and tracking that community's growth, in close collaboration with the in-house brand team and external content creators.

- Design content marketing strategies and set short-term goals
- Undertake content marketing initiatives to achieve business targets

- Build out a pipeline of content creators across various media types, including copy writing, video and photo collateral and coordinate projects & briefings
- Hands-on creation and execution of content creation to support your brand
- Create an editorial calendar and ensure the roll-out in close collaboration with the internal team & external partners by delegating tasks, creating briefings and ensuring that deadlines are met
- Develop regularly deliver engaging content
- Edit, proofread, and improve the content, ensuring that all content is on-brand & consistent in terms of style, quality and tone of voice
- Optimize content considering SEO and Google Analytics
- Analyze web traffic metrics
- Ensure a strong web presence on various channels
- Generate ideas to increase customer engagement
- In collaboration with the Performance Marketer you extract the right learnings, identify and implement best practices, and you optimize the content marketing strategy for next upcoming campaigns

Qualifications and education:

- You have a Bachelor's degree or equivalent in communication or digital marketing
- You have at least 3 years of experience in digital content marketing
- You know all the ins and outs of social media channels as Facebook, Instagram & Pinterest.
- You have experience with e-mail marketing and content copywriting for SEO.
- You're familiar with short story copywriting for social media & e-mail marketing, and long story copywriting for website- & blog content.
- You have experience with campaigns to drive e-commerce sales. You know how to interpret the KPI's like ROAS, CPA, CR, CTR,...
- Therefore you master all essential tools like Facebook Business Manager, Google Search Console, Google Analytics,... Experience with Klaviyo or another e-mail marketing automation tool is definitely a plus!
- You have a no nonsense and can-do mentality and you are a team player eager to learn and share with local and international colleagues.
- You speak and write in German at the native level and fluent in English (any additional language is a plus).
- You have an affinity with Health nutrition & food supplements, you are always looking to expand your knowledge on this topic.

We offer:

- Opportunity to create, grow, and encourage
- Flexible schedule and life work balance
- Responsibility for exciting and challenging projects that have a direct, visible impact on our customers and the industry
- Very positive work environment in a young, international, and motivated team

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.