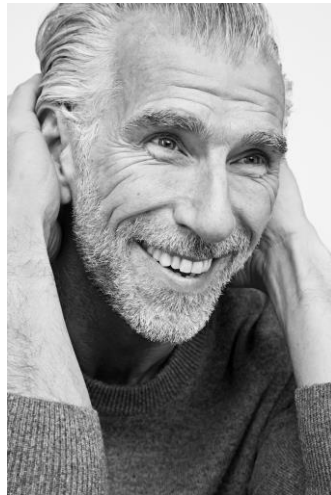


## Smart choices for everyday healthcare

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.



### eCommerce Manager for the brand [Alpha Foods](#)

📍 Ghent (Belgium) / Rotterdam (the Netherlands)

#### About the team:

Sylphar is a young, dynamic and strong growing digital first consumer-health company with headquarters near the beautiful city of Ghent and offices in Rotterdam (NL), Düsseldorf (DE) and Maidenhead (UK). Sylphar is owned by Karo Health, a Swedish public company striving to improve people's health and wellbeing. Karo's vision is to become the leading omni-channel player in Europe within everyday health. We help people to make smart choices for everyday healthcare through a variety of consumer brands: Alpha Foods (food supplements & health nutrition), Nutravita (food supplements, health nutrition & VMS), Remescar (skincare) & Satin Natural (skincare).

As part of these ambitions we are expanding our teams with a Digital- & E-commerce Manager for the Alpha Foods brand squad. Alpha Foods is a unique and leading eCommerce brand that is well-placed in DACH region.

## **Roles & Responsibilities:**

- Translating a brand's mission, purpose and positioning to a digital- and e-commerce strategy within an omni-channel setting
- Analyzing the e-commerce performance, breaking this down to the multi-channel (advertising) campaigns, and identifying the right action points for further optimizations in order to maximize ROI
- Identifying new opportunities for growth and bringing this to action in collaboration with the content- & performance marketing team
- Learning about and testing new ways to connect with consumers like affiliate marketing, native advertising and going the extra mile until 'they work for the brand'
- Coordinating the translation of a content marketing strategy to a pixel perfect execution on all channels (websites / webshops, social media, advertising campaign content, e-mail marketing, native, search,...), by leading brainstorming, creating briefings, following up on the content creation process
- Having ownership in your role, end-to-end impact on the business and the brand, and short decision lines allowing us to work agile and to quickly adapt to new trends & tactics

## **Qualifications and education:**

- Minimum 5 years of experience in paid social media, SEM & e-mail marketing campaigns for e-commerce brands or in a similar role. Experience with loyalty & automation is a plus
- Having a brand marketing background is a plus
- You have affinity with skincare and/or cosmetics
- You're naturally analytical, data driven and you're able to extract the right learnings out of tons of data from different data points
- You're an entrepreneur and you have a no nonsense and can-do mentality. You are not afraid to take initiative and to investigate new tactics that seem interesting to you
- You're not afraid of targets. On the contrary, targets motivate you and stimulate you to give the best of yourself
- As excellent project manager you know how to coordinate an inhouse team of content marketers, creatives and performance marketers, in order to deliver projects and campaigns in time and to the highest standards
- You're a team player eager to learn and to share knowledge with local and international colleagues
- You are fluent in English (Dutch is a plus)

## **We offer:**

- Opportunity to create, grow, and encourage
- Apart from a competitive salary pack (amongst which hospitalization insurance, group insurance, meal vouchers and other extra perks & benefits), there are lots of growth opportunities to meet your personal ambitions
- 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.*