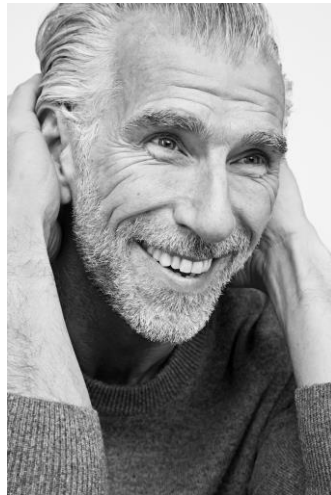


Smart choices for everyday healthcare

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.



Content Partnership Manager for brands [Alpha Foods](#), [Nutravita](#), [Remescar](#), [Satin Naturel](#)

📍 Düsseldorf (Germany) / Ghent (Belgium) / Rotterdam (the Netherlands) / Stockholm (Sweden) / Maidenhead (the UK)

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 digital marketing squads and are looking for a Content Partnership Coordinator.

Roles & Responsibilities:

- Developing media relation & content marketing strategies and building long term partnerships to engage customers and people around brand(s)

- Setting up and managing closely coordinated partnerships with micro, macro and mega influencers and content creators
- Working with digital publications to create content and landing pages for and about brands
- Coordinating all (digital) public relations activities
- Creating content for press releases and byline articles
- Evaluating opportunities for partnerships, sponsorships and advertorials on an ongoing basis
- Analyzing campaign performance, identifying & implementing new strategies and optimizing influencer marketing campaigns to maximize the ROI
- Thinking about new concepts, creative ideas & tactics to create unique content that drives performance KPIs of brands
- Sharing learnings with colleagues & challenging each other to go the extra mile
- Having ownership in your job, end-to-end impact on the business, 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 working with content creators, earned media and/or PR
- You have exceptional writing and editing skills
- You know all the ins and outs of social media platforms like Instagram and Tiktok and are eager to apply your experience, dig deeper and try new approaches
- Experience with native advertising and/or advertorials is 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 are fluent in English (any additional language such as German, Dutch or French 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.