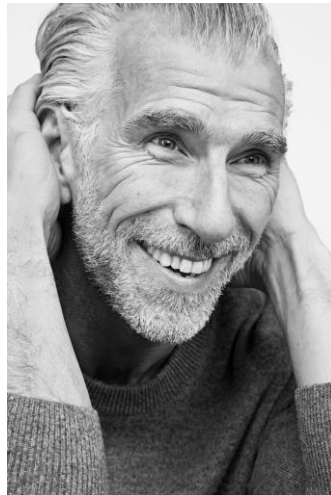


Smart choices for everyday healthcare

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.



Growth Marketing Manager for brands [Alpha Foods](#), [Nutravita](#), [Remescar](#), [Satin Naturel](#)

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

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) and Düsseldorf (DE). Sylphar is owned by Karo Health, a Swedish public company striving to improve people's health and well-being. Karo's vision is to become the leading omni-channel player in Europe within everyday health.

As part of these ambitions we are expanding our digital marketing and e-commerce squads and are looking for a Growth Marketing Manager.

Roles & Responsibilities:

- Thinking about new concepts, creative ideas, landing page formats, channels & tactics to challenge existing setups & strategies
- Experiment with paid media on Facebook, Instagram, Pinterest, TikTok, Google, native and any other possible channel

- Setting up scalable ad account structures in the Meta-, Google-, Bing-, Pinterest & TikTok business manager
- Performing A/B testing on adverts and landing pages to optimize on key metrics like engagement rate, conversion rate, basket value & ROAS. Optimize marketing funnels and realize growth
- Analyzing campaign performance, identifying- & implementing new testing strategies and optimizing multi-channel campaigns to maximize the ROI
- Working on different consumer brands, countries, touchpoints & objectives
- Sharing learnings with colleagues & challenging each other to go the extra mile
- 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 growth hacking
- Proven track record in paid social media, SEM, e-mail marketing, A/B testing & data analytics for e-commerce brands
- 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 Dutch, German 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.