

## Marketing Executive

Full time, permanent role  
Somerset based  
Competitive salary  
Benefits



This is an excellent opportunity to join one of the fastest growing companies in the industry. Based at our head office in Somerset we are looking for a Marketing Executive to support the busy Protexin marketing department. The role includes supporting the marketing team in day to day marketing activities for the business with particular emphasis in assisting to manage the Protexin Equine Premium brand.

### Key responsibilities:

- Assist in the creation of the annual Equine Premium brand plan and ensure its execution
- Manage the Equine Premium marketing budget
- Collate and edit the equine quarterly newsletter
- Managing social media content and creating competitions and campaigns
- Keeping equine price lists up-to date, and keeping the sales team informed of any changes within the equine range
- New line form maintenance
- Sourcing promotional material for equine and veterinary
- Liaising with suppliers such as designers and translation companies
- Assisting in cover for booking in packaging and checking of artwork
- Sales Rep administration and support - Being the main point of contact for sales reps in each sector (excluding human) with regards to marketing requests
- Customer service, being responsible for ensuring that consumer enquiries that come in via the websites and email are directed to the appropriate person and logged on the customer service log
- Answering customer service emails that aren't needed to be sent onto technical or sales
- Assisting in organising and running equine and veterinary exhibitions and events (packing stock and accommodation bookings. Some attendance maybe required)
- Maintenance of marketing databases and data entry
- Stock take for marketing materials at the end of each quarter
- Assisting in the maintenance of marketing materials ensuring that stock levels are correct
- Other 'ad-hoc' marketing projects as they arise
- To carry out any additional work that the company may, from time to time, deem necessary

### Required Skills:

- Knowledge of MS Office Suite (Excel, Access, Word, Outlook, PowerPoint)
- Marketing degree or equivalent desirable but not essential what is more important is a passion for marketing
- Knowledge and passion for the equine industry desirable but not essential.
- Excellent communication skills both verbal and written
- Strong organisational skills and efficient



- Drive, determination and enthusiasm
- Good negotiating and interpersonal skills
- Good numeracy skills and a knowledge of statistics
- A high standard of computer literacy
- The passion to learn in a vibrant busy marketing team
- Creativity

**Other:**

Some weekend or evening work may be required to attend shows and events. A strong interest in the equine industry is desirable.

Your contribution will be rewarded with a competitive salary and a range of benefits including pension scheme, healthcare and 28 days annual leave (plus bank holidays).

[www.protexin.com](http://www.protexin.com)

[www.equinepremium.com](http://www.equinepremium.com)

[www.bio-kult.com](http://www.bio-kult.com)

[www.lepicol.com](http://www.lepicol.com)

[www.protexinvet.com](http://www.protexinvet.com)

**To apply for this unique opportunity, please send your CV plus a covering letter giving details of your current salary to:**

Claire Rowswell, HR Manager  
Probiotics International Ltd  
Lopen Head  
Somerset  
TA13 5JH

[clairer@protexin.com](mailto:clairer@protexin.com)

Closing Date: 21<sup>st</sup> November 2014

Protexin is a division of Probiotics International Limited, the leading manufacturer and supplier of probiotic products to the Veterinary, Equine, Agricultural and Health Care markets. We specialise in producing effective, innovative, research based products of the highest quality for animals and humans.

