

## Veterinary Brand Manager

- Full time
- Permanent role
- Competitive salary
- Benefits package

# Protexin® Careers

This is an excellent opportunity to join one of the fastest growing companies in the industry. Based at our head office in Somerset, this role will focus on managing the marketing strategy and activities for our Protexin Veterinary brand alongside our Marketing Manager.

### Main responsibilities include:

- Ensuring the visual identity of the company and its products is first class and consistent.
- Devising the veterinary marketing plans and strategies, ensuring they are implemented on budget and on schedule.
- Managing budgets and deciding upon spend according to the yearly strategy.
- Organising and attending events such as exhibitions and seminars. Devising individual specific show strategies when appropriate and researching new shows to attend.
- Plan for product NPD and implementing launch plans.
- Liaising and networking with a range of stakeholders, e.g. customers both in the UK market and export customers, colleagues, and suppliers including designers, printers to name a few.
- Conducting social media campaigns on Facebook and Twitter.
- Managing the production of marketing materials (including writing and proof reading copy) such as leaflets, posters, flyers, promotional items, newsletters, e-newsletters, videos and DVDs.
- Sourcing advertising opportunities, sending copy and negotiating added value.
- Website Management including keeping information up to date, updating the news section, approving reviews, adding new content etc.
- Support the Veterinary Sales Team with adhoc marketing requests, point of sale and literature.

### Essential candidate skills:

- Marketing degree or equivalent with 3+ years marketing experience in a similar role.
- A high standard of computer literacy especially MS Office Suite (Excel, Word, Outlook, PowerPoint). Other software such as Photoshop and Movie Maker also an advantage.
- Excellent communication skills both verbal and written.
- Good negotiating and interpersonal skills.
- Strong organisational skills.
- Drive, determination and enthusiasm.
- A creative approach to new campaigns.
- Commercial awareness, for pricing and analysing data.
- Good numeracy skills and knowledge of statistics.
- The passion to develop and learn in a busy marketing team.

### Other:

Some weekend or evening work may be required to attend shows and events.

To apply for this opportunity, please send your CV plus a covering letter with details of your current salary to Claire Rowsell HR Manager - [recruitment@protexin.com](mailto:recruitment@protexin.com)

Probiotics International Ltd (Protexin), Lopen Head, Somerset, TA13 5JH  
Web: [www.protexin.com](http://www.protexin.com) Email: [info@protexin.com](mailto:info@protexin.com) Tel: +44(0)1460 243230

science  
and nature  
in balance