



Protexin®

MARKETING EXECUTIVE/ASSISTANT BRAND MANAGER

Fixed term contract for 18 months

ADM Protexin Ltd, Lopen Head, Somerset, TA13 5JH

As the world's population grows, so does demand for quality foods, feed ingredients for livestock, industrial products and alternative fuels. As one of the world's leading agricultural processors, ADM plays a pivotal role in meeting all of these needs. We produce the food ingredients, animal feeds and feed ingredients, biofuels and other products that manufacturers around the world use to provide a better life to millions of people around the globe. With more than 31,000 employees serving customers in more than 170 countries, a global value chain that includes 500 crop procurement locations, 270 ingredient manufacturing facilities, 44 innovation centers and the world's premier crop transportation network, we connect the harvest to the home. Learn more at www.adm.com.

ADM PROTEXIN LTD

ADM Protexin Ltd manufacture innovative, research based live bacteria products of the highest quality for the veterinary, human, agriculture and equine healthcare markets. With head office, manufacturing and distribution facilities based in Somerset, ADM Protexin distribute to over 90 countries worldwide. Learn more at www.protexin.com.

JOB DESCRIPTION

An opportunity has arisen for a Marketing Executive or Assistant Brand Manager to join our Marketing team based in Lopen Head, Somerset. The focus of the role is to manage the marketing strategy and activities for the Animal Health division, with a particular focus on our Veterinary and Pet division, alongside the Marketing Manager. Responsibilities include planning, organising and running events, working with designers to create and manage packaging artwork and literature, efficient distribution of marketing materials and campaigns, planning marketing activities such as advertising and public relations campaigns and liaising with export customers to meet their marketing requirements.

The main duties of this role will include:

- Ensuring the visual identity of the company and its products is first class and consistent.
- Alongside the Marketing Manager devise the veterinary / pet marketing plans and strategies, ensuring they are implemented on budget and on schedule.
- Conduct social media campaigns across all platforms.

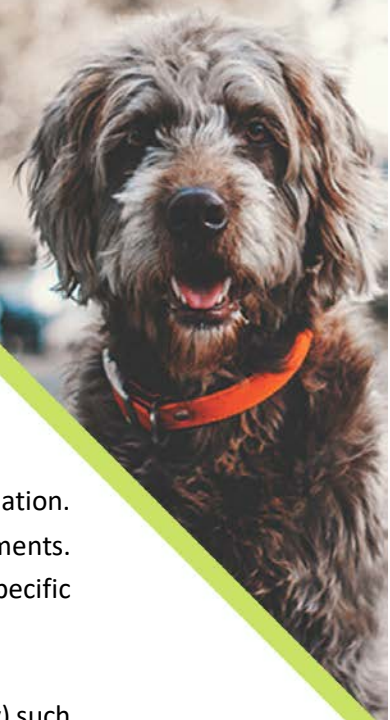


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Protexin®



- Monitor and analyse customer research, market trends / conditions and competitor information.
- Evaluating marketing campaigns using statistical data when possible and suggest improvements.
- 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.
- Managing the production of marketing materials (including writing and proof reading copy) such as leaflets, posters, flyers, promotional items, newsletters, e-newsletters and videos.
- Sourcing advertising opportunities, sending copy and negotiating added value.

THE CANDIDATE

The successful candidate will possess the following:

- 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.

We are proud to be an equal opportunity workplace and value [diversity](#) at our company.
If you feel this job is for you, unlock your potential and apply now!

Email your CV and cover letter to recruitment@protexin.com



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