

Brand Manager

A great opportunity for an experienced Brand Manager with digital marketing expertise to make a real impact in a dynamic and growing company with sustainability and the environment at its heart. The position reports to the Chief Executive and offers great scope for growth within the role.

The role

Hands-on brand and product marketing of our portfolio in the UK and internationally, including new product development activities.

- Prepare and implement the annual marketing and sales plan, with the aim to increase brand reach, sales and distribution, together with our key account managers and CEO.
- Build brand stories and positioning with plug and play marketing tools for UK and international markets
- Deliver effective, innovative and sustainable multi-channel campaigns and projects that are compliant with relevant regulatory frameworks
- Monitor, analyse and report on budgets, campaign results and return on investment
- Work alongside colleagues to support project and budget management and resolve operational issues
- Work with partner agencies to define and deliver the digital and other communications plan
- Initiate NPD to ensure that new products meet consumer and customer needs

Required experience and skills

- At least 2 years' experience in pharmaceutical or consumer marketing
- Ability to produce exceptional brand and marketing materials
- Digital marketing expertise (including social media)
- Good understanding of the healthcare regulatory context
- Great written and verbal communication skills
- Strong commercial awareness and financial skills
- Details and accuracy are important for you
- Likely degree educated

About you

It is important to us that you bring your own **uniqueness** to our team. You will need to have a hands-on approach and work well with colleagues and clients alike. You will need to be a driven individual with a **flexible** approach to meeting the needs of the business. With professional credibility within the sector, you will bring **commercial** focus to our expanding portfolio.

About the team at Precision Healthcare

Precision Healthcare is a growing, independent UK company delivering excellence within the consumer healthcare market. Our products have a natural based focus and aim to give each customer that added boost to help them in their everyday lives. Our brands include well known products Kwai, supplement for heart health, Kira, a women's health range and Klearvol children's product

These brands are in wide distribution in the UK and internationally. Read more about them:

www.kwaiheartcare.co.uk

www.kiraforwomen.co.uk

www.klearvol.co.uk

What you can expect

At Precision we work hard and play hard. We make sure colleagues have a safe and supportive place to work and we have **covid-secure** procedures and precautions in place. We support homeworking where appropriate, however this role will require frequent presence in our carbon-neutral Suffolk-based offices. You must be eligible to work in the UK as visa sponsorship is not available for this role. The role is full time, although there may be some opportunity for flexible working.

The office environment is **modern** and comfortable and training and development opportunities are available for all colleagues. We also take a proactive approach to the **wellbeing** of our teams.

The salary for the role is competitive and takes account of previous skills and experience. Full time roles attract 23 days holiday per year (including 3 to be taken between Christmas and new year) plus bank holidays. Generous employer pension contributions.

Application process

Please send your current CV and a covering letter to recruitment@precision.co.uk

Your covering letter should tell us what you think you can bring to Precision, your salary expectations, confirmation of your eligibility to work in the UK and willingness to be based at our Bury St Edmunds office. Don't forget to include your contact details.

We welcome applications from all suitably qualified applicants.

No agencies please

