



## **Global Digital Brand Manager**

VitaFlo (International) Ltd are currently looking to recruit a Global Digital Brand Manager on a full-time, permanent contract. The role will be based at the global VitaFlo head office which is situated just outside of Liverpool city centre.

Reporting directly into the Global Marketing Manager, the Global Digital Brand Manager will be responsible for maintaining the digital brand, social content communication and digital marketing efforts across the Disorders of Protein Metabolism platform. You will also work collaboratively with the Global brand teams and digital marketing team to provide core tools and activities which optimise market implementation of local brand plans.

### **What will you do?**

As the Global Digital Brand Manager, your main responsibilities will consist of the following:

- Work with Global Brand Teams maintain digital brand presence and quality communication across campaigns and channels.
- Be an integral part of the Social Media Taskforce, create and deliver social content aligned with overall strategies and priorities. Manage global social media activities, tools and editorial calendar.
- Responsible for the production of robust product specific annual global brand plans which deliver sales and profitability targets within agreed allocated budget
- Work collaboratively with senior marketing personnel to analyse the potential for current and future products through the effective use of robust modelling/forecasting methods and the production of commercial plans where needed.
- Provide regular communication and training to the country sales teams on marketing strategy, brand plan and product knowledge in collaboration with the Global Medical Affairs Team.

### **Who are we looking for?**

#### **Essential criteria:**

- Relevant work experience in digital and social marketing.
- Possess a working knowledge and real-world experience in planning, managing and executing web, digital and social media initiatives.
- Good understanding of category market analytics.
- Aptitude for market research and campaign evaluation with the ability to translate quantitative information into creative strategies.
- Knowledge of web design, web development and SEO preferable.
- Proficiency with Adobe Creative Suite and Microsoft Suite.

#### **Desirable criteria:**

- Relevant degree or qualification within digital marketing and marketing is desired but not essential

- Experience within medical or healthcare industry is highly desirable.

### **What we will offer you**

- Competitive salary
- Excellent working conditions
- Study support
- Employee recognition scheme
- Volunteering opportunities
- Employee Assistance Programme
- Discretionary bonus scheme (subject to qualifying period)
- Gym membership (subject to qualifying period)
- Employer pension contribution (3% rising to 5% subject to qualifying period then matched up to a maximum of 10%). Employee minimum contributions apply
- Private healthcare (subject to qualifying period)
- Cycle to work scheme (subject to qualifying period)
- 25 days' annual leave plus bank holidays and Christmas shutdown
- Option to buy / sell annual leave
- Life assurance
- Free on-site parking

### **What next?**

Do you think your skills match what we are looking for? Then get applying!

Please email a copy of your CV with a covering letter across to [hr@vitaflo.co.uk](mailto:hr@vitaflo.co.uk) along with any questions you may have.

Closing date for applications is **Tuesday 7<sup>th</sup> June 2022.**

Vitaflo (International) Ltd is committed to equal opportunities and values the diversity of all people. We treat people fairly and with dignity, respect, inclusion and belonging.

We accept job applications in a variety of formats and should you need any documents in a different format or require any further support or assistance, please contact the HR department via email on [hr@vitaflo.co.uk](mailto:hr@vitaflo.co.uk)