

Versele-Laga – Marketing & Communications Specialist

Responsibilities and Duties

This is a full-time role for a Marketing & Communications Specialist. This position will support the US activities of Versele-Laga and its marketing goals and initiatives.

You and your team will be responsible for leading, organizing and implementing the company's marketing and communication strategy:

Marketing Strategies

- Devise and implement a marketing strategy to help achieve the company's goals and KPIs.
- Apply our "Think Global, Act Local" initiative and adjust European/ global marketing strategies to better fit the needs of the US market.

Brand Management and Development

- Leverage and maintain brand awareness of the different brands towards the B2B and B2C markets.
- Position our brands effectively in the market and ensure a consistent message is communicated across all touchpoints.

Marketing Campaigns

- Plan, execute, and manage marketing campaigns and new product launches across various channels.
- Sets clear goals and tracks progress to ensure that the marketing efforts are on track to meet the company's goals.

Communications, Public Relations and Events

- Plan, coordinate and implement the organization's marketing message across all communication channels.
- Organize and attend B2B and B2C events to stay connected with both the customers as the sales team their needs.
- Manage the different social media channels.

Team Leadership

- Build and manage a high-performing marketing team with attention to developing the unique individuals' skills of every team member.

Required Qualifications

Professional qualifications:

- Minimum of 5 years' experience in wholesale/ distribution channel marketing
- Strong written and verbal communications skills
- Ensure a good balance between the day-to-day activities and middle to long-term goals
- Have experience in setting up marketing strategies in a multi-channel FMCG environment

- Pay excellent attention to detail, both for editing copy and consistency in style/tone across all content
- Experience in digital marketing campaigns and website analytics tools like Google Analytics
- Proficient knowledge of MS Office & typical communications programs
- Have a working understanding of the pet and equine market

Personality traits:

- Natural leader (by example)
- Result driven
- Team player
- Strategic and analytical thinker
- Entrepreneurial mindset
- Pragmatic
- Problem solver
- Flexible

Compensation and Benefits

- Starting salary range of \$80 – \$85k, plus performance bonus
- Health, dental, vision, and 401(K) contribution plan benefits available
- Reimbursed business travel expenses

<https://www.versele-laga.com/>